SEE INSIDE PAGE FOR IMPORTANT DETAILS . . . WHEN IN CHICAGO, BE SURE AND VISIT US . . . SEE ONE OF THE LARGEST AND FINEST WHOLESALE FURNITURE, APPLIANCE AND CARPET DISPLAYS IN THE U. S. – OVER 50,000 SQ. FT. . . . (WE ARE MEMBERS OF THE NATIONAL WHOLESALE FURNITURE ASS'N.)

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1958 SHOPPING GUIDE

VOLUME NO. 8
SPRING & SUMMER
1958 ISSUE

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NATIONAL WHOLESALE FURNITURE ASSOCIATION · MEMBER · NWFA

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WHOLESALE FURNITURE COMPANY

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A Special Message . . .

OFFICES and SHOWROOMS • 1000 WEST ROOSEVELT ROAD • CHICAGO 8, ILLINOIS • Phone MOnroe 6-1075

Design

Dear Friend:

As one of the oldest wholesalers of Furniture, Rugs, Appliances, etc., in the United States, with membership in the National Wholesale Furniture Association, Chicago Better Business Bureau and others,

we take pride in presenting you with this new Spring 1958 "Shopping Guide" and Catalog . . . you will also find a CONFIDENTIAL WHOLESALE PRICE LIST for your exclusive use.

This is the ONLY CATALOG OF ITS KIND IN AMERICA!!! . . . with so many Nationally Advertised and Pre-Sold Brands . . . and with such LARGE, KING SIZE DISCOUNTS . . . show it to your friends and customers . . . make EXTRA SALES AND PROFITS!!!!

The next catalog will be published and distributed on or around October 1, 1958. The new book will reflect all model changes and Christmas merchandise.

TAXES: ALL ILLINOIS DEALERS MUST ADD 3% Occupational Tax to their order. If you purchase for re-sale and send us your tax number, this WILL NOT BE NECESSARY . . . CERTAIN ITEMS AS DESIGNATED IN OUR CONFIDENTIAL PRICE LIST, LUGGAGE, CERTAIN TYPES OF CLOCK AND JEWELRY, ETC., COME UNDER THE F.E.T. (FEDERAL EXCISE TAX). IF YOU ARE BUYING FOR RE-SALE AND FURNISH US YOUR NUMBER, YOU MAY OMIT THIS TAX AND PAY IT YOURSELF. HOWEVER, IF YOU HAVE NO F.E.T. NUMBER OR ARE BUYING IT FOR PERSONAL USE, THEN YOU MUST ADD THE 10% TAX.

SHIPMENTS: All shipments are usually made within 24 to 48 hours, except certain items that have to be made to order or is temporarily out of stock. Unless you give us shipping instructions, we will ship the best and most economical way. In some cases where it may save you time or money, some orders or part of orders may be shipped direct from the factory.

DAMAGE IN TRANSIT: Before shipment, all merchandise is examined and when we receive a clear bill of lading, the transportation company is fully responsible. If you notice any damage on or after delivery, please be sure and get a written statement from your delivery agent . . . It will help in filing claim and recovering any losses you may sustain.

IF YOU DON'T SEE WHAT YOU WANT OR NEED: IN THIS CATALOG, WRITE AND LET US KNOW. OBVIOUSLY THIS CATALOG CAN SHOW ONLY A FRACTION OF OUR HUGE DISPLAY AND INVENTORY. In most cases we will be able to send you individual pictures or samples.

WOULD YOU LIKE TO SEE WHAT YOU ARE BUYING? We invite you and your customers to visit us personally and see one of the largest displays in the U.S. The huge selection and large savings will more than justify your trip.

PRICES: If prices come down, you will receive immediate benefit. If they go up, we will ship at the old price or notify you first.

RELIABILITY: WE HAVE BEEN IN THE WHOLESALE FURNITURE BUSINESS FOR ALMOST 1/3 OF A CENTURY AND BELIEVE THAT WE ENJOY THE HIGHEST POSSIBLE REPUTATION OF WHICH WE ARE JUSTLY PROUD . . . FOR THAT REASON, WE HAVE NO HESITANCY IN URGING YOU TO CONSULT WITH YOUR BANK OR ANY CREDIT AGENCY BEFORE SENDING US ANY MONEY . . .

CONTINUED ON INSIDE BACK COVER

Stratolounger®

SCIENTIFIC LIBRARY
APR 18 1958
U. S. PATENT OFFICE

PRESENTING TO YOU . . . just four models from our vast array of handsome, smartly styled—and most important—comfortable and durable—chairs to fit any decor or purpose. Choose from a wide selection of decorator colors . . . smart fabrics combined with expensive "fabric-backed" plastics that stay new and clean by merely wiping with a damp cloth. All superbly constructed with great care paid to the minutest details to insure that "custom" look and long wear.

The Futorian—A handsome, contemporary, Lawson designed chair. Sturdy, rugged. Has free-wheeling casters. In Foam Rubber model or Spring model with individually pocketed coils. 30½" h, 34½" d, 32½" w. 60 lbs. Available in Red, Ivory, Tan, Beige, Persimmon, Black, Green.
2228F (Foam seat) **$115.60.**
2228S (Spring seat) **$102.50.**

The Strato-Swivel Chair — Exciting, modern. Details of fine tailoring reflect "custom" look. Revolves smoothly 360°. No-sag spring seat unit. Quality construction throughout. 30" h, 29" d, 32½" w. 65 lbs.
Metallic Tweed Chromspun fabric in Gold, Beige, Brown, Charcoal, Persimmon and Turquoise.
2219 RETAIL $96.50

King-size Reclining Chair with the fabulous "Magic Ottoman" for people tall or short. In metallic nylon or supported Boltaflex. Color choices of Beige/beige, Beige/brown, Gray/gray or Red/red. With patented "Lorenz" mechanism to relax every part of your body AUTOMATICALLY. All-over foam rubber for comfort-PLUS. 125 lbs.
1909 RETAIL $218.00
Also available with Multi-speed vibration. 125 lbs.
1909R RETAIL $260.00

Foam Rubber Lounge Chair—here's deluxe comfort with all-over Foam rubber beautifully styled. Finest construction throughout to insure years of rugged wear. Easy to move on its free-wheeling caster. 31½" h, 34" d, 31½" w. Ship. wt. 100 lbs.
Available in Ivory, Black, Tan, Beige, Persimmon, Green.
2262 RETAIL $150.00
Matching OTTOMAN with casters.
2263 RETAIL $35.60

F.O.B. Chicago or Mississippi

A SUITE IN CONTEMPORARY STYLING IN

Golden Bisque Mahogany

Smooth custom-styled contemporary bedroom suite with a decorative combination of serpentine and straight drawer fronts. Spacious drawers—fitted with shirt partitions—run on hand-fitted center guides, fully dustproof, specially designed pulls, sanded and waxed interiors. Skilled craftsmanship with the use of the finest of materials identify this suite as fine furniture. Every piece is hand-rubbed to a satin gloss, protected by three coats of lacquer and finished in a new shade of Golden Bisque Mahogany.

Triple Dresser, top 62" x 21", 33" h. Mirror 50" x 32".
9742 280 lbs. Retail $220.00

Chest, 5-dr. top 40" x 20", 48" h.
9740 175 lbs. Retail $136.00

Panel Bed, full size, 4'6", 33" high.
9740 70 lbs. Retail $72.00

Panel Bed, twin size 3' 3", 33" high.
9741 60 lbs. Retail $72.00

Bookcase Bed, made full size only, 4' 6", top 59" x 10", 39" high.
9744F 110 lbs. Retail $116.00

Night Table, top 22" x 18", 27" high.
9740 60 lbs. Retail $53.00

F.O.B. Chicago or Virginia

VALENCIA MAHOGANY ACCENTS THIS BEDROOM

THE "Admiration" BEDROOM SUITE

The distinctive styling of the "Admiration" bedroom suite in elegant, rich Valencia Mahogany adds "lift" to conventional rooms—blends smoothly into modern settings. Every piece is noted for superb craftsmanship and carefully selected decorative woodgrain patterns. Drawers are fitted with drawer guides and fully dustproof. This grouping is designed with turned legs having brass ferrules. Drawers are trimmed with rich Antique brass. These beautiful pieces are yours for a lifetime of luxury —at a very modest price.

Double Dresser, 6-dr., top 54" x 18", 31" h. Mirror 36" x 28".
9433 235 lbs. Retail $147.00

Chest, 4-dr., top 34" x 18", 43" h.
9430 115 lbs. Retail $92.00

Panel Bed, full size, 4'6", 32" high.
9430½ 55 lbs. Retail $56.00

Panel Bed, twin size, 3'3", 32" high.
9431½ 45 lbs. Retail $56.00

Bookcase Bed, full size, 4'6", top 58" x 8", 38" high.
9434½ 95 lbs. Retail $82.00

Bookcase Bed, twin size, 3'3", top 43" x 8", 38" high.
9433½ 65 lbs. Retail $82.00

Night Table, top 21" x 16", 27" h.
9430 45 lbs. Retail $48.00

F.O.B. Chicago or Virginia

BEAUTIFUL LIVING FOR YOUNG MODERNS IN THIS Limed Oak BEDROOM SUITE

The combination of straight forward lines with serpentine tops and specially designed brass finish drawer pulls, create a very beautiful contemporary modern setting. Suite is shown in the ever popular Limed Oak finish on Oak veneers. Spacious dust-proof drawers are fitted with waxed center drawer guides. Tilting mirror is of Pittsburgh Plate Glass with bevelled edges. The simplicity of this suite gives any bedroom a luxurious, expansive feeling of roominess.

Double Dresser, 6-dr., top 50" x 19", 32" high. Mirror 40" x 28".
1601 195 lbs. Retail $117.00
Chest, 4-dr., top 32" x 19", 43" high.
1600 110 lbs. Retail $62.00
Panel Bed, full size, 4'6", 32" high.
1600½ 55 lbs. Retail $44.00
Panel Bed, twin size, 3'3", 32" high.
1601½ 45 lbs. Retail $44.00
Bookcase Bed, full size, 4'6", top 58" x 8", 38" high.
1604½ 80 lbs. Retail $69.00
Bookcase Bed, twin size, 3'3", top 41" x 8", 38" high.
1603½ 50 lbs. Retail $69.00
Night Table, top 18" x 15", 27" h.
1600 30 lbs. Retail $42.00

F.O.B. Chicago or Virginia

LUXURY IS THE KEYNOTE OF THIS WARM American Walnut BEDROOM SUITE

Here's an exquisite modern bedroom suite that will enhance your home at prices you can afford. With superb modern styling and unrivalled craftsmanship this suite will assure pride of ownership. Note the carefully selected decorative woodgrain patterns, specially designed brass finish pulls, and finished in warm, rich "American Walnut". Dustproof drawers are on hand-fitted center drawer guides. Every piece has been hand-rubbed to a satin gloss and coated with Du Pont "Dulux".

Double Dresser, 6-dr., top 52" x 18", 32" high. Mirror 40" x 28".
1621 175 lbs. Retail $127.00
Chest, 4-dr., top 34" x 18", 43" h.
1620 115 lbs. Retail $72.00
Bookcase Bed, full size, 4'6", top 57" x 8", 38" high.
1624½ 80 lbs. Retail $80.00
Bookcase Bed, twin size, 3'3", top 42" x 8", 38" high.
1623½ 50 lbs. Retail $80.00
Panel Bed, full size, 4'6", 32" high (not shown).
1620½ 55 lbs. Retail $42.00
Panel Bed, twin size, 3'3", 32" high (not shown).
1621½ 50 lbs. Retail $42.00
Night Table, top 19" x 14", 26" high.
1620 35 lbs. Retail $43.00

F.O.B. Chicago or Virginia

GRAND ELEGANCE OF LOUIS XV PERIOD

THE "Bordeaux" BEDROOM SUITE

Echoes of grand elegance of Louis XV is displayed in this luxurious "Bordeaux" suite for a formal, gracious bedroom. The bandsawn and shaped tops are surfaced with cherry veneers. Dustproof drawers are on hand-fitted guides. Interior of the powder compartment is fitted with partitions and finished in pastel color. Brass hardware is of authentic Provincial design. Hand-rubbed surfaces are beautifully finished in "Antique White". Truly a charming suite to delight any homemaker.

Triple Dresser, top 64" x 21", 35" h. Mirror, 48" x 32".
9612 245 lbs. Retail $244.00

Chest on Chest, top 40" x 20", 53" h.
9611 170 lbs. Retail $174.00

Panel Bed, full size, 4'6", 44" high.
9610 70 lbs. Retail $95.00

Panel Bed, twin size, 3'3", 44" high.
9611 60 lbs. Retail $95.00

Night Table, top 22" x 17", 27" high.
9610 40 lbs. Retail $54.00

F.O.B. Chicago or Virginia

18TH CENTURY IN ALL ITS SPLENDOR IN

THIS African Mahogany BEDROOM SUITE

Charm and elegance of the 18th Century is the keynote of this luxurious bedroom suite. The beauty and warmth of African mahogany veneers conceal the sturdiness of modern plywood construction. You'll be delighted with the roominess of these large chests, with their spacious, serpentine front drawers, which move easily on its own center guide. Dustproof drawers, chest has special shirt divider. Every line and structural feature suggests craftsmanship that comes high, yet costs so little.

Double Dresser, 6-drs., top 53" x 22", 34" high. Mirror, 34" x 30".
1701 195 lbs. Retail $176.00

Chest, 5-drs., top 36" x 21", 49" h.
1700 140 lbs. Retail $128.00

Panel Bed, full size, 4'6", 37" high.
1700½ 70 lbs. Retail $70.00

Panel Bed, twin size, 3'3", 37" high.
1701½ 55 lbs. Retail $70.00

Night Table, top 20" x 16", 27" high.
1700 40 lbs. Retail $50.00

F.O.B. Chicago or Virginia

PROVINCIAL CHARM IN GENUINE CHERRY

THE "Orleans" DINING SUITE

Genuine cherry adds a note of glowing warmth to this friendly Provincial dining room suite. Notice the superb craftsmanship on the beautifully curved, band-sawn tops and matched door panelling. Dustproof drawers are on hand-fitted guides—small ones divided and lined for silver. Brass hardware is of authentic Provincial design. Its strong, solid plywood construction, surfaced with select cherry veneers, hand-rubbed surfaces—make this suite truly a desirable one.

Buffet, top 62" x 20", 35" high.
8965 160 lbs. Retail $148.00

Breakfront China, top 47" x 17", 71" high.
8965 160 lbs. Retail $188.00

Table (8 feet), top 60" x 40", 30" h. (with 3-12" leaves, extends to 96").
8965½ 115 lbs. Retail $117.00

Set of 6 Chairs, 2 arm, 4 side.
8965 100 lbs. Retail $150.00

F.O.B. Chicago or Virginia

18TH CENTURY ELEGANCE IN RICH MAHOGANY

THE "Monticello" DINING SUITE

The charm and elegance of the 18th Century is authentically reproduced in this beautiful "Monticello Group." Choice genuine African mahogany is used for surfacing, over seven and nine-ply laminated plywoods. Curved front drawers are trimmed with rich Windsor brass hardware. Small top drawers of the buffet and breakfront are lined and partitioned for silver. All enclosed pieces are of dustproof construction. Each piece is finished with two coats of hand-rubbed lacquer.

Buffet, top 63" x 22", 33" high.
1805 165 lbs. Retail $154.00

Breakfront China, top 49" x 16", 69" high.
1805 165 lbs. Retail $199.00

Table (8½ feet), top 66" x 42", 30" high, (with 3-12" leaves extends to 102").
1805½ 145 lbs. Retail $147.00

Set of 6 Chairs, 2 arm, 4 side.
1808 95 lbs. Retail $180.00

F.O.B. Chicago or Virginia

PAGE A-6

BASSETT FURNITURE INDUSTRIES, INC. — PIONEERS IN FURNITURE FOR THE NATION

Shopping Guide
By Pritikin
St. 1958

A TOUCH OF SPAIN IN VALENCIA MAHOGANY

THE "Admiration" DINING SUITE

A strong Spanish influence is reflected in this rich, elegant Valencia Mahogany "Admiration" dining room suite. Note the effective use of molding—on the door panels of the china deck and heavier, shaped vertical moldings on the buffet and chain base. Dustproof drawers are on hand-fitted center guides. Each buffet has a small drawer lined with felt and partitioned for silver. Selected decorative woodgrain patterns and clean-cut, simple lines make this suite suitable for modern setting.

Buffet, top 60" x 18", 31" high.
9435 145 lbs. Retail $136.00

Breakfront China, top 52" x 17", 71" high.
9437 215 lbs. Retail $240.00

Round Table, top 44" x 44", 29" h. (with 3-12" leaves).
9437 95 lbs. Retail $128.00

Set of 6 Chairs, 2 arm, 4 side.
9435 95 lbs. Retail $148.00

F.O.B. Chicago or Virginia

CHERRY HIGHLIGHTS RURAL ENGLISH STYLE

THE "Sussex" DINING SUITE

The ageless beauty of a Rural English dining room suite finished in a new shade that adds warmth and dignity to modern living. Surfaced with select Cherry veneers, each piece has been protected by two coats of lacquer, waxed and hand-rubbed to a satin gloss. Dustproof drawers are on hand-fitted center guides. Small drawer of each buffet and server is lined with felt and partitioned for silver. Brass hardware of special Rural English design is tailored for this suite. Easily adaptable to any room arrangement.

Buffet Base, top 63" x 21", 33" high.
9625 150 lbs. Retail $146.00

Hutch Top, top 63" x 15", 43" high.
9625 105 lbs. Retail $137.00

Buffet, top 53" x 21", 33" high.
9626 120 lbs. Retail $132.00

Oval Table (8½ feet), top 66" x 44", 30" h. (with 3-12" leaves extends to 102").
9625½ 135 lbs. Retail $140.00

Set of 6 Chairs, 2 arm, 4 side.
9626 95 lbs. Retail $178.00

F.O.B. Chicago or Virginia

Kuehne Furniture
For Smart Modern Dining

Kuehne's Elegant "Elsinore" Dining Room Group

HERE is true luxury in modern furniture with the latest high-fashion Scandinavian flair. Handsome table with richly grained mar-resistant top surface has two extra leaves which extends table to giant, family-and-guests size 72 inches long. Smart contemporary settee easily seats two. Dining chairs with companion host chairs are in occasional chair styling. Table, settee and chairs have bright brass accents on black baked enamel legs. Chairs and settee have padded cushions and backs in contrasting colors. Table is available in Suede Walnut, Blonde Walnut or Cherry Birch. Chairs are in Black Mesa, Beige or Mocha Mesa durable vinyl and padded foam seats. Table and chair legs in Bronzplate or Black Satin with Brass trim. Versatile modern Buffet makes an ideal Room Divider or Bookcase. Servette features plastic top and brass rail, 2 full-length drawers, and large plastic rollers for easy rolling. Desk has plastic top and 2 drawers.

Table only, 36" x 72" extended.
771 78 lbs. RETAIL $150.00

Side Chair, (shown against wall)
221 19 lbs. EACH $ 38.00

Host Chair, 27 lbs.
271 EACH $ 50.00

Settee, 42" w, 33" h, 24" d.
241 51 lbs. RETAIL $ 75.00

Room Divider, 64" h, 22" w, 19" d.
1031 140 lbs. RETAIL $186.00

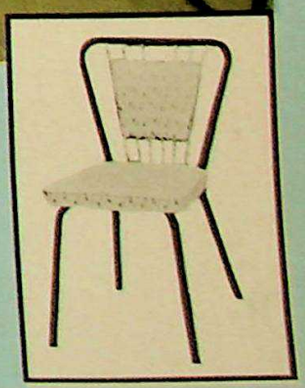
Servette, 40" w, 30" h, 22" d.
1041 84 lbs. RETAIL $106.00

Kuehne 1021/131 Desk and Chair

Modern 2-drawer desk, mar-resistant Walnut grained top with tapered legs with brass levelers. In Suede Walnut, Cherry Birch or Blonde Walnut. Chair in Beige Mocha or Black Mesa vinyl material. Desk and chair legs also in plated Bronze or Black Satin.

Drawer Desk, 40" w, 28" h, 22" d.
1021 58 lbs. RETAIL $80.00

Chair, 15 lbs. ea.
131 EACH $22.00



All Sets F.O.B. Chicago or Central Ill.

Kuehne 965/255
5-Pc. Dinette Suite

Here is true luxury in modern furniture! Stunning round table with woodgrain plastic top and brass trim. Chairs in washable vinyl and foam seats. Table and chairs have tapered legs and self-leveling glides. Table in English Walnut, Blonde Walnut or Silver Walnut. Chairs in Beige, White, Gold or Bronze Stylus. Matching case pieces in Cherry Birch, English Walnut, Blonde, Silver or Suede Walnut. Buffet base with plastic top, panels and sliding doors, full-length drawers and shelf. End cases with plastic top and removable shelf.

Table only, 42" x 42" (extending to 60").
965 74 lbs. RETAIL $128.00
Chair, 19 lbs.
255 EACH $ 27.00
Buffet, 42" w, 25" h, 17" d.
1055 60 lbs. RETAIL $ 93.00
China Top 38" w, 32" h, 15" d.
1065 48 lbs. RETAIL $ 93.00
End Piece, 21" w, 25" h, 17" d.
1075 36 lbs. RETAIL $ 53.00

Kuehne 896/366
5-Pc. Dinette Suite

Real value in styling and craftsmanship! Smart Bronzetone table with durable Marquet Woodgrain plastic top, self-edging. Metal tapered legs in Bronze finish with Brass ornament and leveling glides. Table can be extended to family-size 60". Chairs in contrasting vinyl material with tapered legs and self-leveling glides. Features contour back and foam seats for comfort. Table available in new Mink Marquet (as illustrated), Blonde or Gray Marquet. Chairs illustrated in Tan Maze. Also available in Gray Maze. Table and chair legs are also available in Bronze or Black Satin finish.

Table only, 36" x 48" (extending to 60").
896 60 lbs. RETAIL $98.00
Chair, 17 lbs.
366 EACH $23.00

A-8

Kuehne 713/213
5-Pc. Dinette Suite

Truly a classic in Chrome and Brass dinette set. Lovely two-tone inlay top surface table which can be extended to 60". It has mar-resistant top with brass edging, tapered chrome plated legs with brass ornament and self-leveling glides. Chairs have contour-styled backs and thick 2½" foam padded seats for maximum dining comfort. Features self-leveling glides and upholstered in vinyl material to match table top. Table available in White Colonial inlay with chairs to match (as illustrated) or Yellow Colonial inlay, all-over White, Yellow or Tan Donnibrook. Table and chair legs in Chrome, Black Satin or Bronzetone with brass trim.

Table only, 36" x 48" (extending to 60").
713 65 lbs. RETAIL $107.00
Chair, 21 lbs.
213 EACH $ 29.00

All Sets F.O.B. Chicago or Central Ill.

Kuehne 2111/131
5-Pc. Dinette Suite

Light, airy modern suite ideal for the breakfast area or in the kitchen. Double drop-leaf table has pull out leg arrangement to give sturdier support to leaves when extended.—24″ extends to giant 60″. Table is featured in Woodgrain finish and has tapered legs with brass self-leveling glides. Chairs are upholstered in contrasting durable vinyl plastic material with foam padded seats. Table colors available in Toast Grain (as illustrated), Blonde Walnut or Silver Walnut. Chairs illustrated in Beige Acorn, other colors, Bronze or White Acorn. Table and chair legs available in Bronze or Black Satin with brass trim.

Table only, 36″ x 24″ (extending to 60″).
2111 61 lbs. RETAIL $88.00
Chair, 15 lbs.
131 EACH $22.00

Kuehne 671A/301A
5-Pc. Dinette Suite

Elegantly chic styling to brighten up your dining area. Brass-trimmed, Black Satin dinette table is round extending to 60″ with 2—12″ leaves (incl.) Legs are tapered with Brass trim and self-leveling glides. Combination wire and upholstered-back chairs with durable plastic foam-padded seats for lasting comfort. Table illustrated in Silver Walnut woodgrain plastic top, other colors, Toast Grain or Blonde Walnut. Chairs illustrated in White Acorn; other contrasting colors, Beige or Bronze Acorn. Table and chair legs are also available in Bronze or Black Satin finish.

Table only, 36″ x 36″ (extending to 60″).
671A 58 lbs. RETAIL $98.00
Chair, 14 lbs.
301A EACH $22.00

Kuehne 656/446
"Empress" Dinette Suite

This high-fashion suite will transform your dining area to center of attraction. Bronzetone Travertine inlay table with contrasting Nantucket chairs presents a striking modern effect. Table has sturdy double legs and wheat ornament surface with 2″ ribbed brass trimmed apron. Chairs are in durable vinyl material with curved backs and foam seats. Table colors available in Suede Travertine (as illustrated) or Toast Travertine inlay. Also all over Blonde Walnut or Silver Walnut Woodgrain. Chairs featured in Beige Nantucket, also available in Gray or Bronze Nantucket. Table and chair legs available in Bronzetone or Black Satin finish.

Table only, 36″ x 48″ (extending to 60″).
656 63 lbs. RETAIL $98.00
Chair, 16 lbs.
446 EACH $22.00

All Sets F.O.B. Chicago or Central Ill.

Carpet Beauty

sets the tone for your home

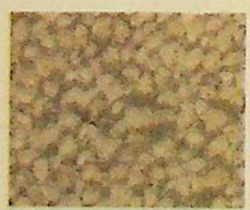
"Stone Hill"

Up-to-the-minute style and colors go hand in hand with wonderful wearing quality in this new, all-wool, 3-ply high-pile twist carpeting, from one of America's most respected manufacturers. Many decorators who favor the modern manner find it an ideal background. Others find it equally at home with traditional settings. Widths, 9′, 12′ and 15′. F.O.B. Chicago.

List price, $18.00 per sq. yd.

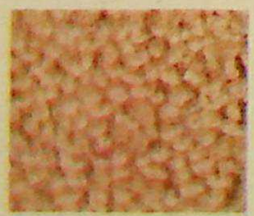
Sand Beige

Red



Grey

Green

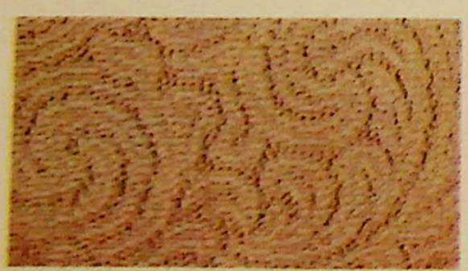


Shell Beige

"Prim Point"

Plan your home decorative schemes from the floor up. This is the new and practical concept you've often read about. Start with the right carpeting and you are building on a foundation that will make all your furnishings look better. "Prim Point", an all-wool, gracefully-scrolled Wilton, with high and low loop pile, goes well with modern or period furniture. Widths, 9′, 12′ and 15′. F.O.B. Chicago.

List price, $18.00 per sq. yd.



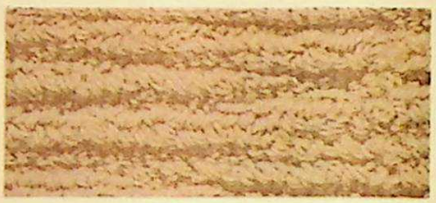
Beige

Grey

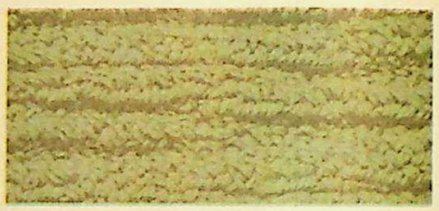
"Argyle"

All wool in this high and low loop pile carpet produces a random surface which decorators call a tree-bark effect. New, smart and richly beautiful, it is particularly appropriate with contemporary furnishings. It has extra wear and springiness because of the closely woven backing. Widths, 9′, 12′ and 15′. F.O.B. Chicago.

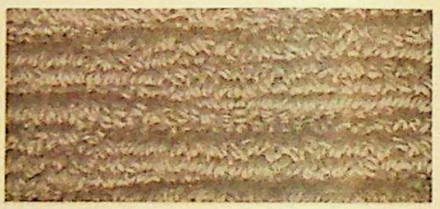
List price, $15.90 per sq. yd.



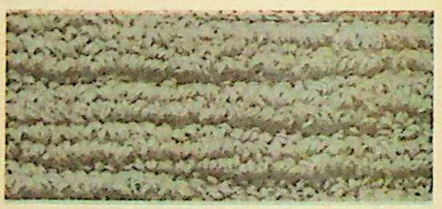
Beige



Green

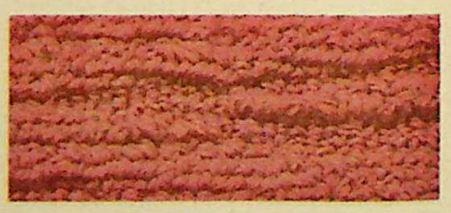


Grey



Blue

Sandlewood



Rose

Lamps of Distinction to Grace Your Home

Marble Table Lamp—
Brass and imported marble base in White or Black Marble. Shade is made of smart Fortisan material available in White, Sand or Aqua. Truly a decorator's creation. Ht. 34". Ship. Wt. 19 lbs.
4791....RETAIL $51.00

HERE'S room illumination at its elegant best . . . lamps styled and created for lighting according to decorators' latest specifications and quality-engineered for full-range lighting where you need it. Here are lamps of all sizes which are equally decorative as well as functional, lending double-assurance of artistry and craftsmanship to any room. Tasteful contemporary styling is matched and enhanced by the discreetly chosen material of these creations . . . rich, imported marble, delicate hand-decorated Leslie china and polished brass bases with matching shades of smart Fortisan fabric, exquisite fibre glass and laminated material. Shades are available in the latest high-fashion colors to blend in with and add luxurious sparkle to any room decor.

Table Lamp—
Genuine hand-decorated Leslie china base in Black/White, Black/Brown or Black/Aqua. Nubby Fortisan material shade in White, Sand, Aqua. Ht. 33". 14 lbs.
649 .....RETAIL $21.00

Star Table Lamp—
Artistically styled Leslie china base in Black, Sand or Turquoise. Fiber glass hand-laced shade in choice of White, Sand or Turquoise. Ht. 33". Ship Wt. 12 lbs.
409 .....RETAIL $16.00

Table Lamp—
Genuine hand-decorated Leslie china base with stunningly smart striped Fortisan material shade. Both in Black/White, Sand/Brown. Ht. 31" Ship. Wt. 14 lbs.
7081 .....RETAIL $32.00

Table Lamp—
Polished brass and Leslie china base in Black/White, Black/Brown or Black/Aqua. Laminated and decorated shade in White and Gold. Ht. 36". Ship. Wt. 15 lbs.
843 .....RETAIL $27.00

Boudoir Lamp—
Genuine Leslie china base in Black, Sand or Turquoise. Exquisite fibre glass shade available in White, Sand or Turquoise. Ht. 23". Ship. Wt. 7 lbs.
014 .....RETAIL $11.00

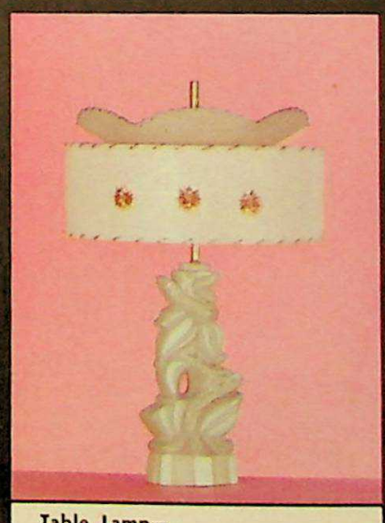


Table Lamp—
Genuine hand-decorated Leslie china base crowned by handsome fibre glass two-tier shade. Both available in White, Sand or Aqua. Ht. 28". Ship. Wt. 14 lbs.
588 .....RETAIL $19.00

Marble & Brass Table Lamp—
Brass and imported marble base in Black or White Marble. Butterfly laminated shade in White, Pink or Aqua. Contemporary. Ht. 31½". Ship. Wt. 18 lbs.
4841 .....RETAIL $67.00

Floor Lamp—
Modern brass finish base in Black/White, Black/Brown or Black/Aqua. Nubby Fortisan material shade in White, Sand or Aqua colors. Ht. 60". Ship. Wt. 20 lbs.
4200....RETAIL $40.00

Smartly styled Occasiona

Tastefully chosen accessory furniture

adds grace and charm to your home

Cocktail Table

Cocktail Table, top 17" x 64", 15½" high.
Ship. wt. 55 lbs.
1709 List price $102.00

Step Table, top 20" x 29", 23½" high.
Ship. wt. 35 lbs.
1707 List price $65.00

Drum Table, 28" diameter, 26" high.
Ship. wt. 40 lbs.
1702 List price $80.00

Commode Table, top 23" x 23",
23½" high. Ship. wt. 45 lbs.
1704 List price $80.00

Cocktail Table (not shown, same as number 1709) top 21" x 43", 15½" high.
Ship. wt. 38 lbs.

F.O.B. Chicago or Virginia

The Far East inspired Gleaming Brass on Charcoal Mahogany

The rich beauty of mahogany takes on new and startling beauty in this deep-toned charcoal finish. With decorative strips and ferrules of gleaming brass, these tables have a hand-crafted, custom look which belies their moderate price. Choose one of the four styles shown for that sharp, decorative accent to enhance your living room.

Step Table

Drum Table

Commode Table

Also made in Blonde Mahogany, Cordovan Mahogany and Beige. Prices on these new finishes, same as above.

Please state finish.

Convenient contemporary

desk and chair set

Every member of the family needs a desk of his own. Here is the answer for the children and the parents. This handy modern desk set, with surfaces of laminated plastic comes in a choice of four wood grains. Suede Walnut (as shown), Blond Walnut, Silver Walnut and Cherry Birch. Legs and matching chair are finished in baked black enamel.

Desk, top 40" x 22", 28" high. 1021 List price $80.00

Chair, with padded seat and back. 201 List price $30.00

Ship. wt. 70 lbs. for set.

F.O.B. Chicago or Central Illinois

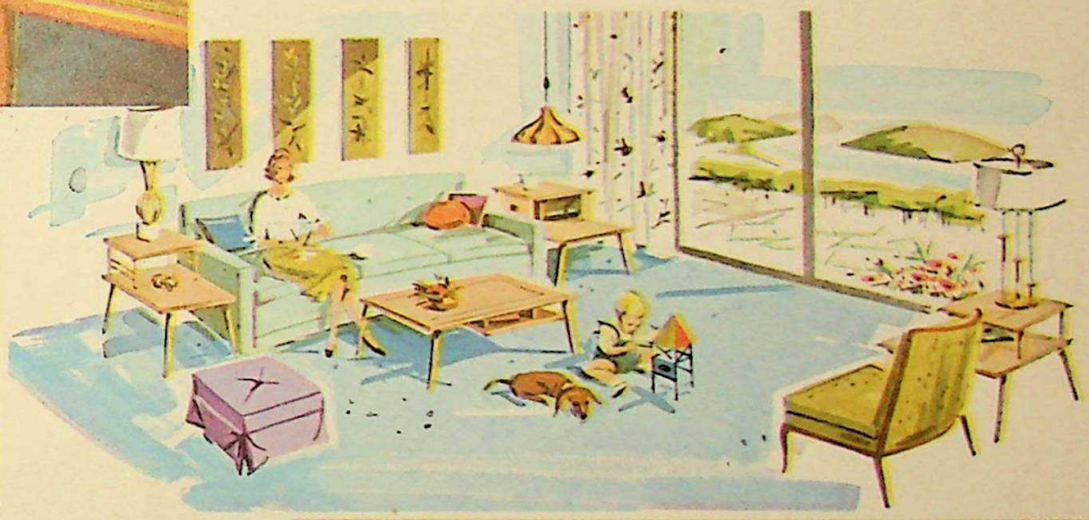
Furniture of Distinction

Working wonders with Tables

Tables have taken on a new significance in living room decor. Just look at what you can do with this varied group of contemporary occasional pieces, all designed to make your living room more comfortable and inviting. Handsome parquetry tops, inlaid with fine veneers, in Lime Oak, with slim brass legs—for that "new look" in your home.

Corner Table 708

Step Table 707



Cocktail Table 701

Book-lamp Table 702

Corner Table, top 36" x 36", 23" high. Ship. wt. 48 lbs.
708 List price $99.50

Step Table, top 18" x 28", 23" high. Ship. wt. 25 lbs.
707 List price $65.00

Cocktail Table, top 21" x 43", 15½" high. Ship. wt. 43 lbs.
701 List price $65.00

Book-lamp Table, top 18" x 26", 23" high. Ship. wt. 31 lbs.
702 List price $65.00

F.O.B. Chicago or Virginia

Cavalier

Dream Chests

to protect your household treasures

335

Have you seen what has happened to cedar chests? Every one of the beauties on this page is fully lined with genuine Tennessee aromatic red cedar—but you'd never know it from the outside! These chests are, first and foremost, fine furniture, with drawer compartments, lift-out trays and other features modern tastes demand. You may choose a design and finish that looks well in any environment whether modern or traditional.

Limed Oak Drawer Chest, SUPER DEEP, 44" long, 22" high, 17½" deep. Ship. wt. 77 lbs.
335 List price $107.00

Pearl Grey Mahogany Chest, SUPER DEEP, 44" long, 20½" high, 17½" deep.
Ship. wt. 75 lbs.
331 List price $100.00

Cordovan Console, SUPER DEEP, 40" long, 30" high, 17½" deep. Ship. wt. 94 lbs.
346 List price $135.00

Deep Limed Oak Chest, SUPER DEEP, 47" long, 22" high, 18" deep. Ship. wt. 85 lbs.
340 List price $112.00

Limed Oak Chest, 44" long, 19½" high, 17½" deep. Ship. wt. 75 lbs.
326 List price $85.00

F.O.B. Chicago or Tennessee

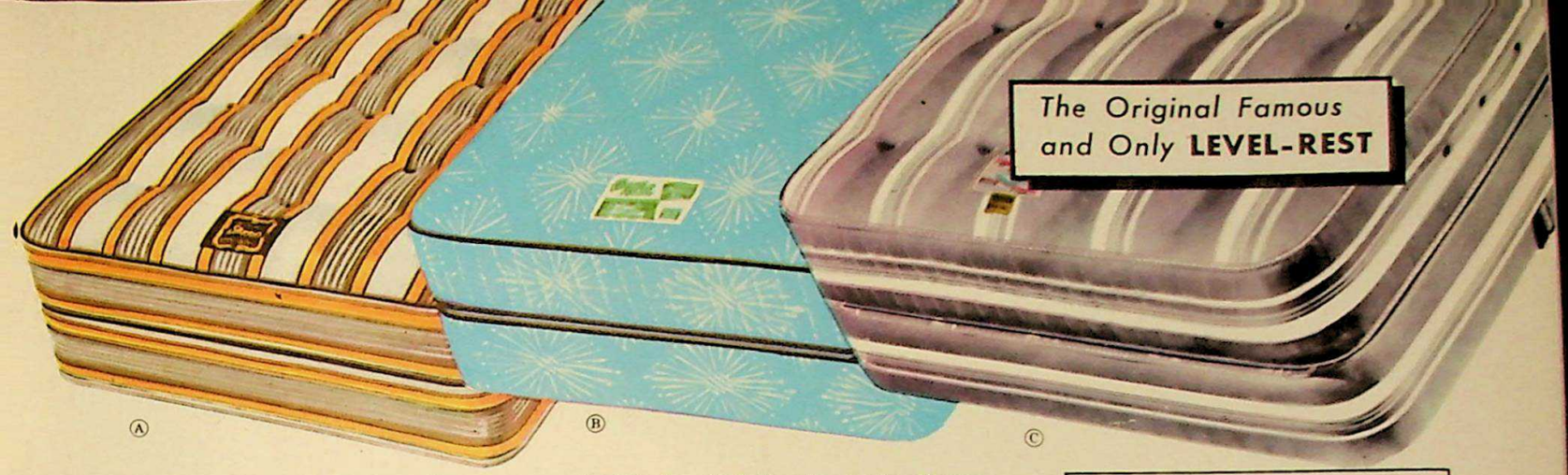
These chests are the ONLY nationally advertised cedar chest which exceeds U. S. Government requirements. Lined with SOLID Tennessee aromatic red cedar. A full ¾" thick.

331

346

326

340



Ⓐ **Ambassador Innerspring Mattress.** 180-coil unit with heavy wire border. Thick sisal insulation and layer-cotton-felt upholstery. Woven quality ticking in gray, gold and black. Strong, tape reinforced seams. Taped strap handles. Matching cover box spring. Twin (39") or full (54") size.

Matt., 54", 60 lbs.	Retail	$49.50
Matt., 39", 47 lbs.	Retail	49.50
Bx. Spg., 54", 75 lbs.	Retail	49.50
Bx. Spg., 39", 55 lbs.	Retail	49.50

Ⓑ **Ortho-Smooth Tuftless Innerspring Mattress.** Deluxe quality! 252-coil reinforced unit. Inneroll construction. Channel stitched border. Turquoise and silver rayon damask cover. Cord handles. Plastic vents. Matching box spring, strap handles. Twin (39") or full size (54").

Matt., 54", 60 lbs.	Retail	$79.50
Matt., 39", 47 lbs.	Retail	79.50
Bx. Spg., 54", 75 lbs.	Retail	79.50
Bx. Spg., 39", 55 lbs.	Retail	79.50

What Super Level-Rest Means:

The only mattress giving true spine support. Super Level-Rest has it!

Ⓒ **Super Level-Rest Mattress.** 510 coils. Best inneroll construction, extra firm. 2 rubberized hair pads, 2 flexolator pads, and buoyant cotton felt. Heavy woven gray and white ticking. Pre-built, channel stitched border. Plastic handles and vents. Deluxe box spring. Twin (39") or full (54") size.

Matt., 54", 79 lbs.	Retail	$99.50
Matt., 39", 58 lbs.	Retail	99.50
Bx. Spg., 54", 91 lbs.	Retail	99.50
Bx. Spg., 39", 74 lbs.	Retail	99.50

Ⓓ

SUPERIOR Sleeprite CORPORATION

World Famous, Exclusive Form Fitted Construction!

Ⓓ **Firestone Foamex Foam Rubber Mattress and Box Spring Ensemble.** Full 6-INCH THICK foam latex for the most relaxing sleep every known. Light as air, cool as a breeze! Its form-fitted construction gives you "balanced" sleep.. firm support under heavier mid-section; lighter, sure comfort under head and feet. Heavy woven ticking in gray, pink and white. Metallic gold thread accent. Special, hand-tied coil construction matching box spring. Twin (39") or full (54"). Also available in 4½-inch core with extra deep box spring.

(6" Ens.,) 54", 155 lbs.	Retail	$179.95
(6" Ens.,) 39", 110 lbs.	Retail	152.50
(4½" Ens.,) 54", 155 lbs.	Retail	149.95
(4½" Ens.,) 39", 110 lbs.	Retail	137.95

Luxury Comfort with Economy in These Hollywood Decorator Bed Ensembles!

Ⓔ

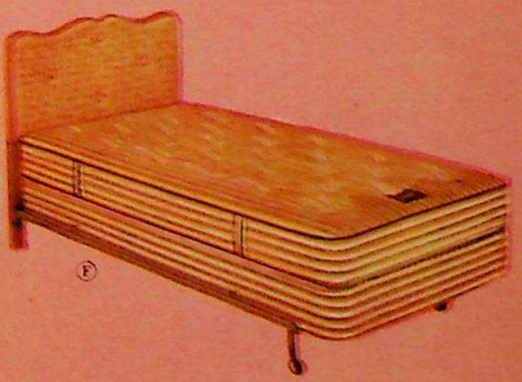
Ⓔ **Firestone Foamex Hollywood Decorator Bed Ensemble.** Complete with 4½-inch Foamex form-fitted mattress, extra deep matching box spring, deluxe headboard, steel bed frame. Extra heavily padded and deep tufted headboard covered in beige color, texture finished plastic. Also available with 6" deep mattress. 39" width.

(4½" Ens) 148 lbs.	Retail	$169.50
(6" Ens) 148 lbs.	Retail	184.75

Ⓖ

Ⓖ **Deluxe Innerspring Hollywood Ensemble.** Finest in every detail! Deep tufted headboard in turquoise plastic. Tuftless mattress in imported turquoise and silver rayon damask ticking. Inner-roll construction. Metallic taped seams and cord handles. 8 plastic vents. Matching box spring. Strap handles. All steel bed frame. 39" width.

39", 150 lbs. ..... Retail $139.95

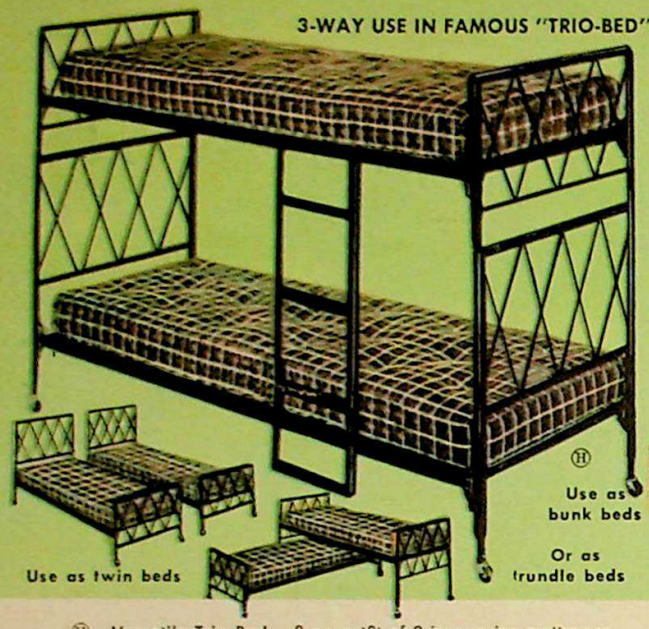


Ⓕ

Ⓕ **Hollywood Ensemble.** A real value in appearance and serviceability. Button tufted headboard upholstered in beige basket weave textured plastic. Innerspring mattress with fancy woven stripe ticking in black, tan and gold. Black taped seams and strap handles. All steel bed frame gives solid support and lifetime service. 39" width.

39", 140 lbs. ..... Retail $89.95

3-WAY USE IN FAMOUS "TRIO-BED"!



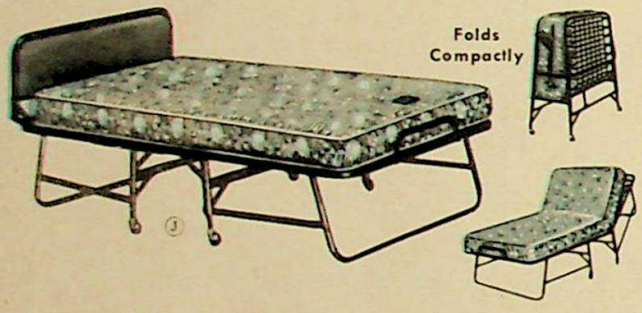
Ⓗ **Versatile Trio-Bed.** 8-pc. outfit of 2 innerspring mattresses, 2 sturdy steel springs, 2 handsome beds (30" or 39" width), guard rail and ladder. Red, gray and black woven plaid mattress ticking. Sturdy steel construction in ebony black finish that will withstand years of the hardest service. A real value!

Trio-Bed, 30" width, 210 lbs. . . Retail **$114.95**
Trio-Bed, 39" width, 245 lbs. . . . Retail **134.50**

LUXURY QUALITY . . . DUAL UTILITY!

Ⓘ **Wood Bunk.** The perfect space saver for the children's room. Rugged construction for long service. 8-pc. outfit of 2 sturdy steel springs, 2 selected hardwood beds in maple finish, 2 innerspring mattresses, plus guard rail and ladder. Modern pattern ticking in gray, blue and black. Deluxe quality equipment!

39", 216 lbs. . . . . Retail **$172.75**



Ⓙ **Hollywood Fold-A-Bed.** **Use as a chaise!**

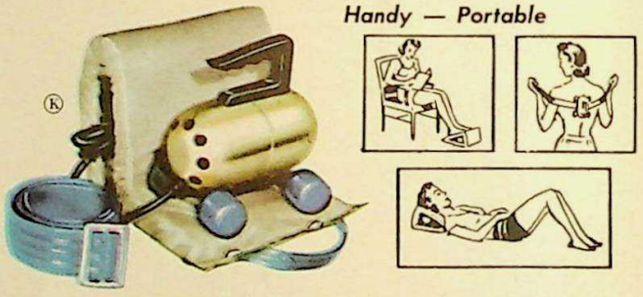
Real versatility! Use it as a bed or in two lounge-back positions. Metal mesh headboard folds underneath innerspring mattress for lounging; between mattress ends for compact storage. Gray, blue, and black pattern ticking. 30", 39" or 48" width.

30", 80 lbs. . . . . Retail **$46.95**
39", 91 lbs. . . . . Retail **56.95**
48", 104 lbs. . . . . Retail **62.95**

Relaxes Tired Muscles...Eases Nervous Tension...

RELAX-IT ROLLER VIBRATOR

Handy — Portable



Ⓚ **Roller Vibrator.** When you're tired, nervous, and jumpy, just a few minutes' use relaxes and revitalizes you! You'll feel like a new person! Sponge rubber rollers for rolling application over back, hips, legs and shoulders. Foam pillow pad for stationary application in any position desired. Complete with plastic belt for self massage. 60 cycle, 115 V., A. C. motor. No oiling required.

7½ lbs., complete . . . . . Retail **$79.95**

A SECTIONAL BY DAY

Ⓛ **Sectionette Convertible.** Save money and space! A pair can be used as an armless 80" sectional sofa, a corner sectional, or conventionally on opposite sides of a lamp table. Yet in seconds they become full length twin beds designed for sound sleep. The steel framed platform spring pulls out easily; the plump cushion becomes a resilient innerspring mattress. Complete with matching bolster and back rest. Smart modern upholstery in choice of blue, pink, lime or red.

85 lbs. . . . . Retail **$72.50 Ea.**

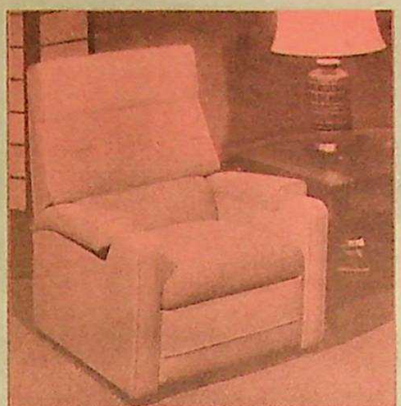
Relieve Tiredness and Tension in Comfort in Your Own Home with RELAX-IT VIBRATOR CHAIR

Ⓜ **Vibrator Chair.** Just lean back and relax! The chair adjusts automatically! Provides all-over massage that relaxes you in minutes. Penetrating pulsations of the built-in electric motor stimulate circulation, relieve tension and tired feeling from head to toes. Finest quality construction with luxury comfort cushioning. Upholstered in choice of ivory, green or brown elastic-back Boltaflex. Operates on 60 cycle, 115 volt, alternating current. Never requires oiling.

150 lbs. . . . . Retail **$239.95**

Stratolounger®

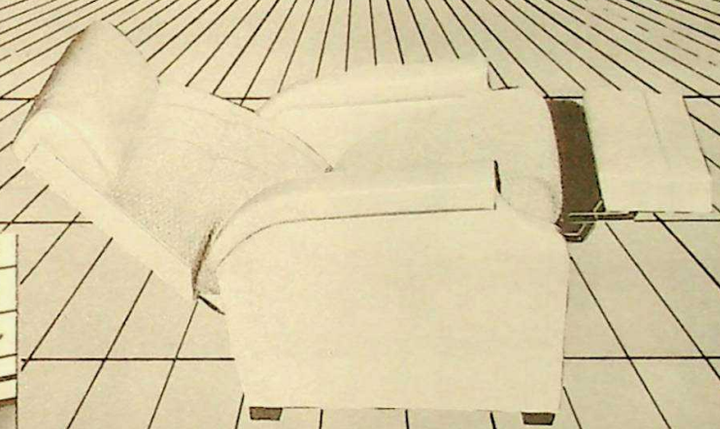
RECLINING LOUNGE CHAIR



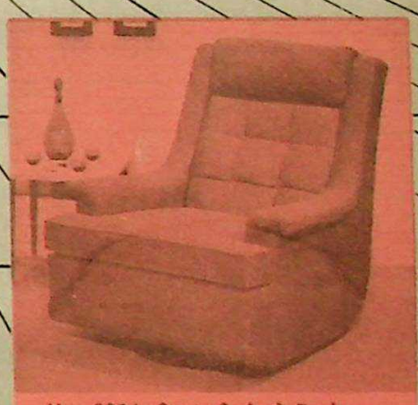
No. 941—Strato "Rester"
Smartly styled reclining chair with kidney supported back. Metalic tweed in matching Boltaflex. Beige, Grey, Turquoise, Black and White. Wt. 100 lbs. RETAIL $128.00.* With single speed vibrator. $151.00.

No. 1550—"Imperial"
"Pop Up Back Strato"
New king-size; lounge chair-recliner. Coil base and coil back with foam seat. In all over nylon metalic fabric. Beige, Brown, Turquoise, Persimmon, Charcoal. RETAIL **$240.00.***

No. 2249—Strato-Swivel Rocker
Rocks, revolves noiselessly. Sturdy coil base and back. Smart tailoring with fabric back Boltaflex and cotton and acetate pile. Reinforced swivel mechanism. RETAIL **$107.00.***



No. 411—Lounger Special
Exclusive Lorenz mechanism. Finest coil base and coil back construction. Smartly styled in matching Bolta and nylon metalic fabric. Wt. 100 lbs. RETAIL **$160.00.*** With single speed vibrator. **$183.00.**



No. 2234—Strato-Swivel Rocker
Lounge-chair styling, swivel-rocker comfort. Foam rubber head rest. Rocks, swivels noiselessly. Nylon-viscose fabric in "trend-colors." Reversible foam rubber seat. 18-coil "floating" seat. RETAIL **$160.00.**

F.O.B. Chicago or Mississippi

Stratolounger®

the world's most relaxing reclining and swivel chairs

Here is a truly beautiful chair. It's the first time a reclining chair is so smartly styled that it is completely compatible with the decor of your home. It's the outstanding STRATOLOUNGER—scientifically designed to give you the heart-easing, rejuvenating healthful relaxation doctors recommend. The back, seat and leg rest automatically move to your most comfortable position . . . hold any position . . . truly adjust to fit the contours of your body for individualized comfort with no effort. Expert tailoring and detailing are as fine as on chairs costing twice the price.

Your choice of wonderful new fabrics . . . stunning textured fabric-and-Boltaflex combinations in exciting decorator colors. Come in . . . see for yourself how you can have high fashion and comfort, too.

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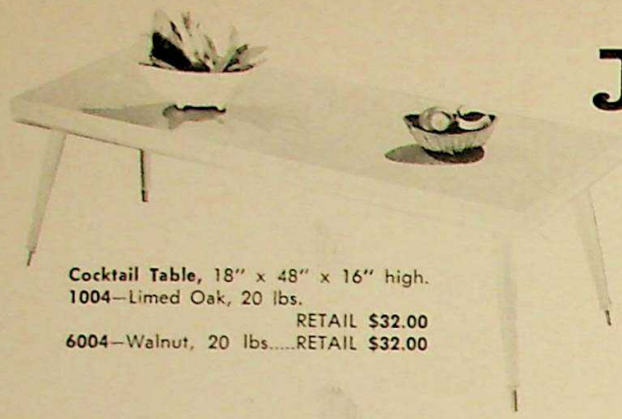
With Cooperation from Pritikin Furniture Co., 1000 W. Roosevelt Rd., Chicago, Illinois.

Jem Tables

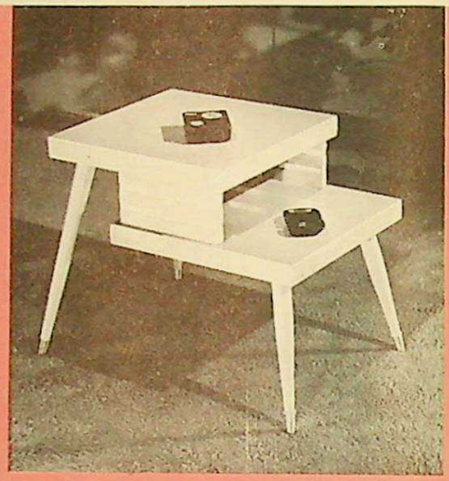


Cocktail Table, 18" x 48" x 16" high.
1004—Limed Oak, 20 lbs.
RETAIL **$32.00**
6004—Walnut, 20 lbs.....RETAIL **$32.00**

Smartly modern, durable and budget-priced! These sleek silhouette functional pieces really are "gems" which will match and enhance any modern setting. Available in gleaming Limed Oak or Walnut finish. Tops are made of heat and acid resistant plastic with edges grained on sides and top. Features new style turned legs and bright brass ferrules.

Corner-Picture Window Table, 30" x 30" x 22" high. Top shelf 18 x 18". 25 lbs.
1005—Limed Oak .....RETAIL **$43.00**
6005—Walnut .....RETAIL **$43.00**

Step Table, 18" x 28" x 22" high. Top shelf 18" x 12". Ctn. of 2, 32 lbs.
1001—Limed Oak .....RETAIL **$32.00**
6001—Walnut .....RETAIL **$32.00**



Lamp Table, 18" x 24" x 22" high. Top shelf 18" x 18". Wt. 18 lbs.
1003—Limed Oak .....RETAIL **$32.00**
6003—Walnut .....RETAIL **$32.00**

Latest high-fashion styling. Just look at what you can do with this group of contemporary occasional pieces, all designed to make your living room more comfortable and inviting. Available in lustrous Limed Oak or Mahogany finish. Tops are of Formica which children can't hurt. Edges and uprights are grained to match tops. Bright brass drawer pull and side ornaments. Also 4 in. ferrules on turned legs.

Cocktail Table with Drawer, 18" x 43" x 16" high. Brass drawer pull. 22 lbs.
1804—Limed Oak .....RETAIL **$43.00**
3804—Mahogany .....RETAIL **$43.00**

Corner Table with Drawer, 30" x 30" x 22". Brass drawer pull. 25 lbs.
1805—Limed Oak .....RETAIL **$59.00**
3805—Mahogany .....RETAIL **$59.00**

Step Table with Drawer, 18" x 28" x 22" high. Brass drawer pull. Wt. 20 lbs.
1801—Limed Oak .....RETAIL **$43.00**
3801—Mahogany .....RETAIL **$43.00**

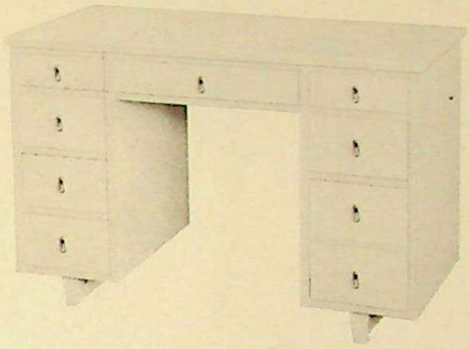
End Tables with Drawer, 18" x 24" x 22" high. Brass drawer pull. Wt. 20 lbs.
1802—Limed Oak .....RETAIL **$43.00**
3802—Mahogany .....RETAIL **$43.00**

Shipped F.O.B. Chicago

Desks and Shelves TO SUIT ANY SETTING

UNITED

A



B

C

D

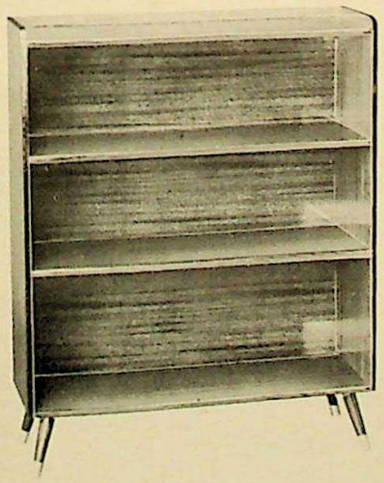
F.O.B. Chicago or Indiana

(A) Kneehole Desk—Seven drawers with Antique finish drawer pulls. Ribbon-striped Mahogany finish. Bow front. 40" w, 20" d, 30" h. Wt. 75 lbs.
2340 .....RETAIL **$63.00**

(B) Kneehole Desk—Eight drawers with bright brass drawer pulls. Double file drawer on right side. 42" w, 21" d, 30" h. Wt. 95 lbs. Limed Oak finish.
2453 .....RETAIL **$70.00**

(C) Kneehole Desk—Seven drawers. Brass pulls and ferrules. Finish: Limed Oak, Mahogany and Walnut. 40" w, 20" d, 30" h. Wt. 70 lbs.
2431 .....RETAIL **$56.00**

(D) Kneehole Desk—Four drawers with Satin Brass drawer pulls. Double file drawer on right side. Limed Oak finish. 34" w, 18" d, 30" h. Wt. 47 lbs.
2416 .....RETAIL **$42.00**



Bookcase—40" h, 10" d. Finish. Limed Oak, or Ribbon-striped Mahogany. Brass ferrules on feet. Shelf openings, bottom 12", balance 10".
224—24" w, 28 lbs.....RETAIL **$25.00**
230—30" w, 32 lbs.....RETAIL **$30.00**
236—36" w, 36 lbs.....RETAIL **$34.00**

Bookcase—Sliding glass doors to keep your books dust-free. Bright brass pulls and self-leveling ferrules. Finish: Limed Oak or Walnut. 36" w, 12" d. 36" h. Shelf openings: bottom 12", top 8¼". Wt. 36 lbs.
736 .....RETAIL **$39.00**

Record Cabinet—Two sliding V-matched doors. Four record partitions. Bright brass finger pulls and ferrules. Finish: Limed Oak or Ribbon-striped Mahogany. Shelf opening: 5 in. 24" w, 18" d, 30" h. Wt. 38 lbs. Ideal for den or recreation room.
385 .....RETAIL **$37.00**

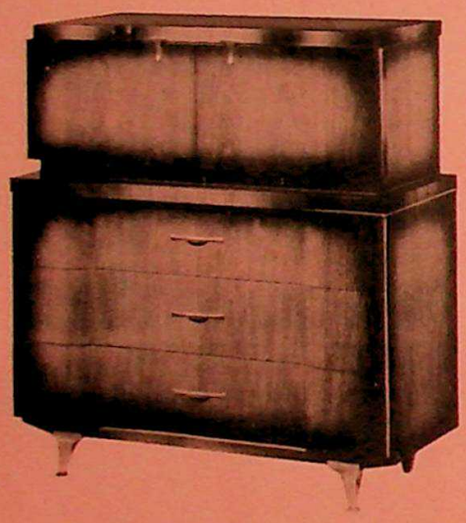
F.O.B. Chicago or Indiana

"The Luzerne"

BY THOMASVILLE

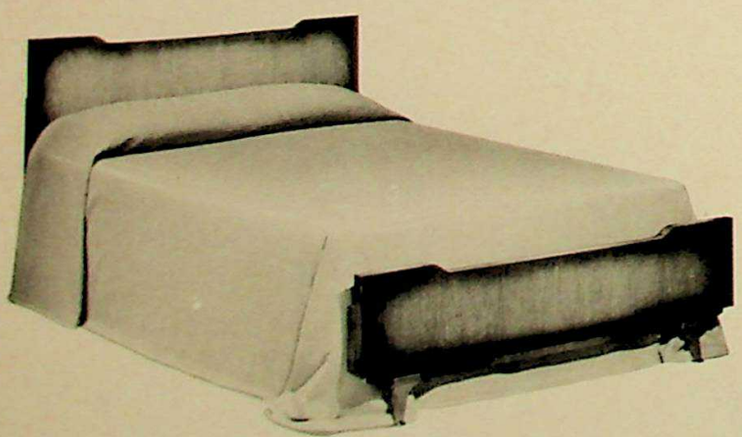
The luxury and solidity of yesterday blended into a sleek, smooth modern style represents the theme of this beautiful bedroom suite. Hazel Walnut is the rich, glowing finish that lends warmth and dignity to any bedroom decor. Featuring sliced walnut tops, fronts and ends with oak drawer sides and drawer bottoms. Dust-proof throughout plus center drawer guides. Convenient magnetic catches on doors of dressers, chest and night stand. Behind each door of dressers and chest are three sliding tray drawers. The lustrous Hazel Walnut finish is shaded in a deep brownish-grey tone and brightly accented by satin silver hardware and legs.

Triple Dresser Base—9 Dr. 64 x 20", Ht. 32" with Mirror, 30 x 48", 4" Wings. 280 lbs.
523-4-46.....RETAIL **$351.00**

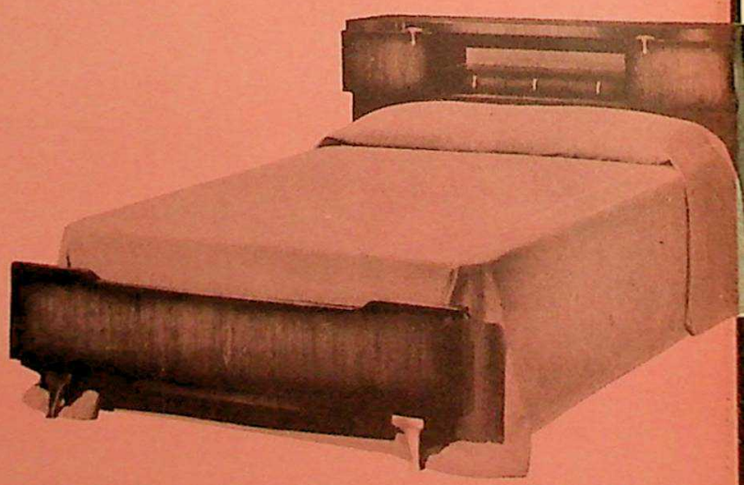


Chest—44 x 20", Ht. 48", 200 lbs.
523-11 .....RETAIL **$231.00**

Night Stand—24 x 17", Ht. 27". 65 lbs.
523-12 .....RETAIL **$98.00**



Panel Bed with Footboard—4/6.
523-16 50 lbs. .....RETAIL **$91.00**
Panel Bed with Footboard—3/3.
523-162 (Not Shown) 35 lbs.....RETAIL **$91.00**



Bookcase Bed with Footboard—4/6 Only.
523-17 110 lbs. .....RETAIL **$167.00**

F.O.B. Chicago or North Carolina

Shopping Guide by Pritikin
S&S 1958 Issue

"The Tamerlane"

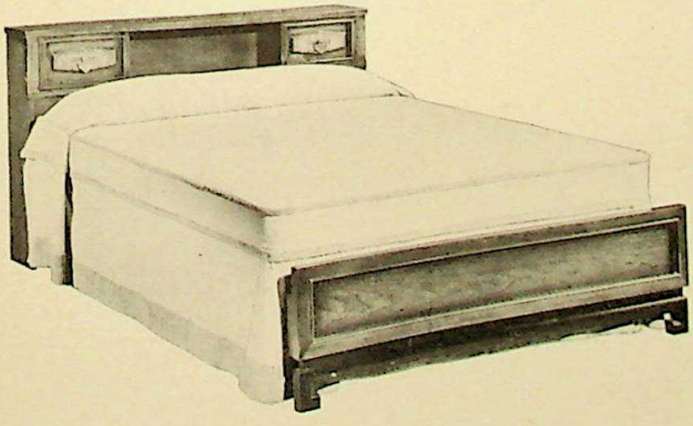
BY THOMASVILLE

Inlaid panel styling highlights this distinctive bedroom suite. An ensemble that accents the Transitional —a delicate and subtle molding of the old and new —to give you the magnificence and body of yesterday in the style to fit the flair and appeal of today. Rich, dark brown Chutney Walnut finish with striking panels of solid exposed parts of pecan. Graceful and elegant in styling yet so durably and conscientiously constructed mindful of the smallest details. Sliced walnut tops, fronts and end panels with overlays of myrtle clusters. Oak drawer slides and bottoms. Acented brilliantly by Windsor antique brass hardware.

Triple Dresser Base—68 x 20", Ht. 33", 3 sliding trays behind left doors, drawer at top behind right door. With Framed Mirror, 26 x 48", 270 lbs.
582-4-43.....RETAIL **$471.00**

Night Stand—1 Dr., 23 x 16", Ht. 27", 50 lbs.
582-12 .....RETAIL **$80.00**

Chest—43 x 20", Ht. 51". Three sliding trays behind doors. Wt. 200 lbs.
582-11.....RETAIL **$231.00**



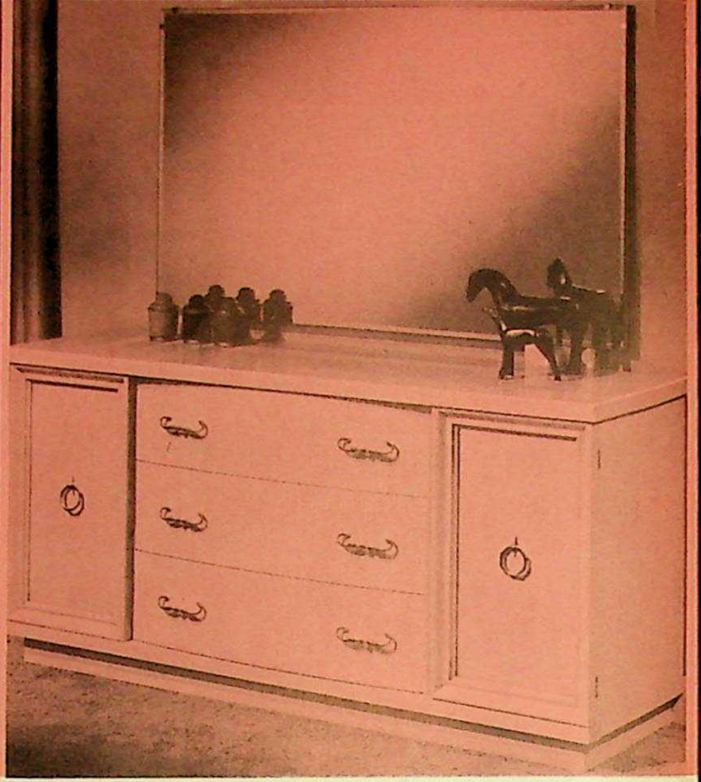
Bookcase Bed—4/6 only with Footboard.
582-17 95 lbs. .....RETAIL **$150.00**

Panel Bed with Footboard—4/6.
582-16 55 lbs. .....RETAIL **$94.00**
582-162 3/3 Panel Bed (not shown).....RETAIL **$94.00**

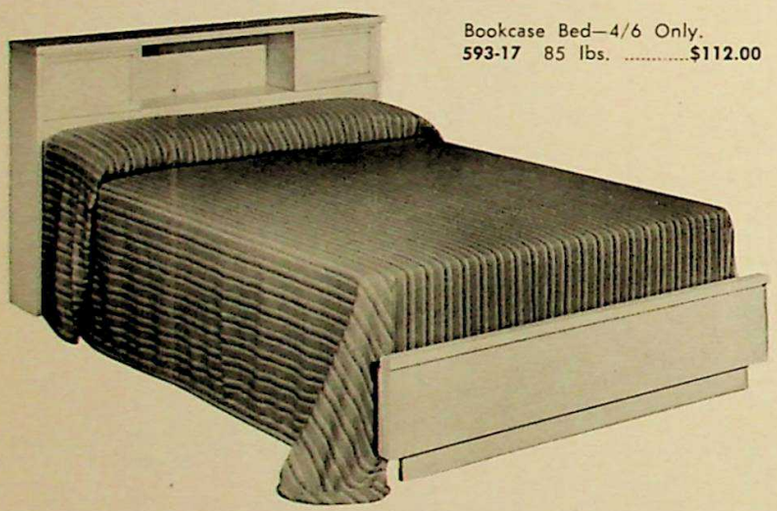
"The Claridge"

THOMASVILLE

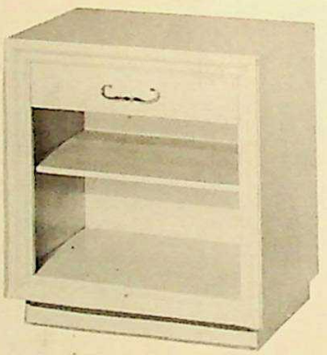
Here's a bedroom ensemble that features the finest . . . GENUINE MAHOGANY CONSTRUCTION. Finished in glowing Fawn Mahogany, this generously proportioned suite has plenty of handy dustproof drawer space. Detailed construction throughout with flat-cut African mahogany tops, fronts and end panels with solid exposed parts of mahogany. Oak drawer sides and mahogany bottoms. Bright brass hardware accents the warm Fawn Mahogany finish that's rubbed and highly polished. Casters on all pieces. For you who enjoy modern living with the solidity and dignity of old, this bedroom suite is meant for you.



Triple Dresser Base—9 Dr. 64 x 19". Ht. 32" and Tilt Mirror, 32" x 52", ½" Bevel.
593-4-43 255 lbs. ..... RETAIL **$259.00**



Bookcase Bed—4/6 Only.
593-17 85 lbs. **$112.00**

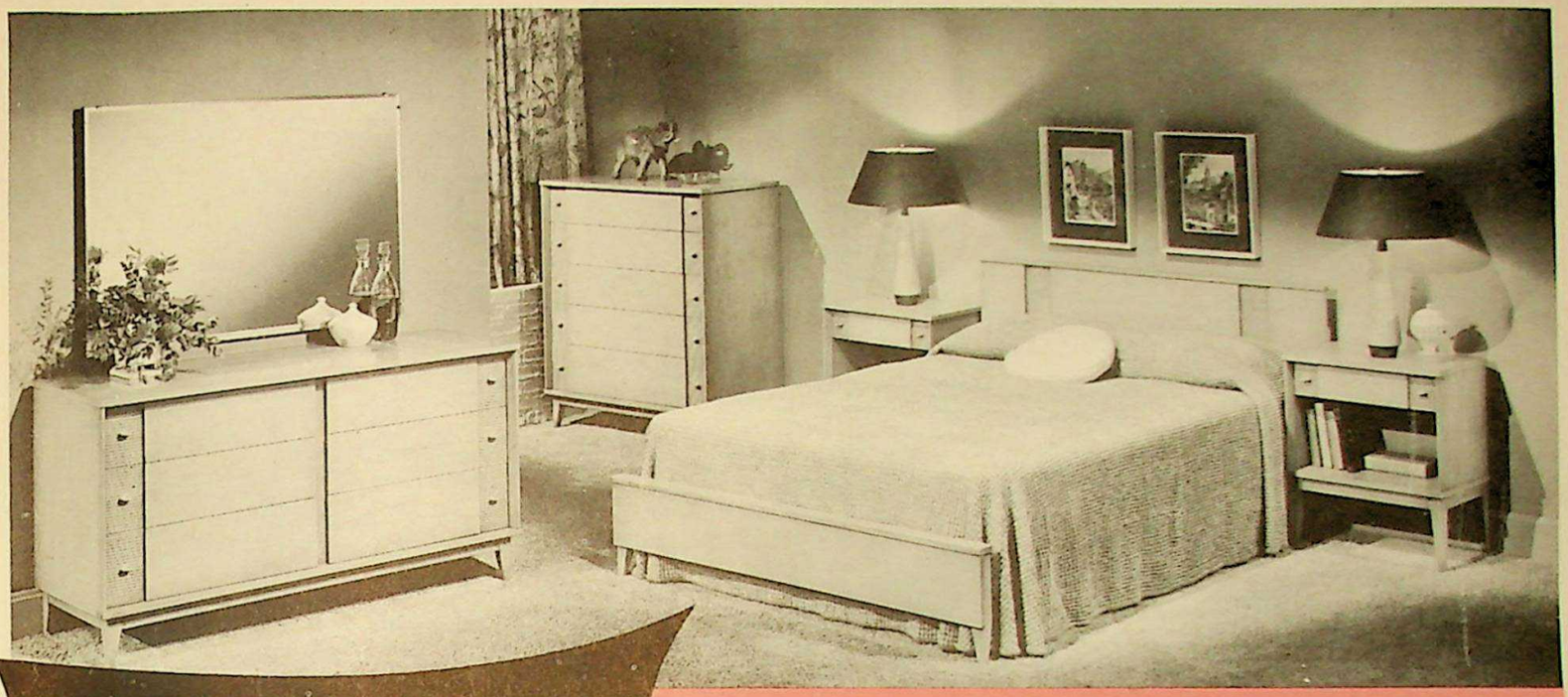


Night Stand—1 Dr. 24 x 16". Ht. 27", 50 lbs.
593-12..... RETAIL **$70.00**

Panel Bed—4/6, 40 lbs.
593-16 ..... RETAIL **$68.00**
Panel Bed—3/3, 30 lbs.
593-162 (Not Shown) **$68.00**

Chest—5 Dr. 39 x 18". Ht. 46"
593-10 160 lbs. **$150.00**

F.O.B. Chicago or North Carolina



"The Ventura"

THOMASVILLE

For that smart new look of today, this graceful, warmly intimate modern bedroom suite will be your choice. Throughout each piece, sturdy, detailed construction underlies the beautiful Almond Beige Walnut veneer. And look at these custom features: selected sliced walnut tops, fronts and ends; three-ply oak drawer bottoms; oak drawer slides; dust-proof throughout with center drawer guides; shirt division in one drawer of both dresser and chest. Block drawer fronts with interesting scored lined treatment on drawer ends gives this suite an unique, modern touch. The new light Almond Beige finish lends warmth and highlights that accent contemporary living at its finest.

Dresser Base—Double, 6 Dr. 54 x 19", Ht. 30" with Tilt Mirror, 30 x 42" ½" Bevel.
474-3-33 185 lbs. .....RETAIL **$203.00**

Panel Bed—4/6 with Footboard.
474-16 40 lbs. .....RETAIL **$75.00**

Panel Bed—3/3 with Footboard.
474-162 (Not Shown) 30 lbs.....**$74.00**

Chest—5 Dr. 38 x 19", Ht. 43".
474-10 140 lbs. .....RETAIL **$152.00**

Night Stand—1 Dr. 21 x 14", Ht. 26".
474-12 35 lbs. .....RETAIL **$70.00**

Low Chest (Not Shown) 3 Drs. 36 x 19", Ht. 30", 95 lbs.
474-18 .....RETAIL **$111.00**

Chair, E-36153 (Not Shown).
474-14 35 lbs. .....RETAIL **$36.00**

Dresser Base—Triple, 9 Dr. 60 x 19", Ht. 30" with Tilt Mirror, 30 x 48", ½" Bevel.
474-4-43 160 lbs. .....RETAIL **$229.00**

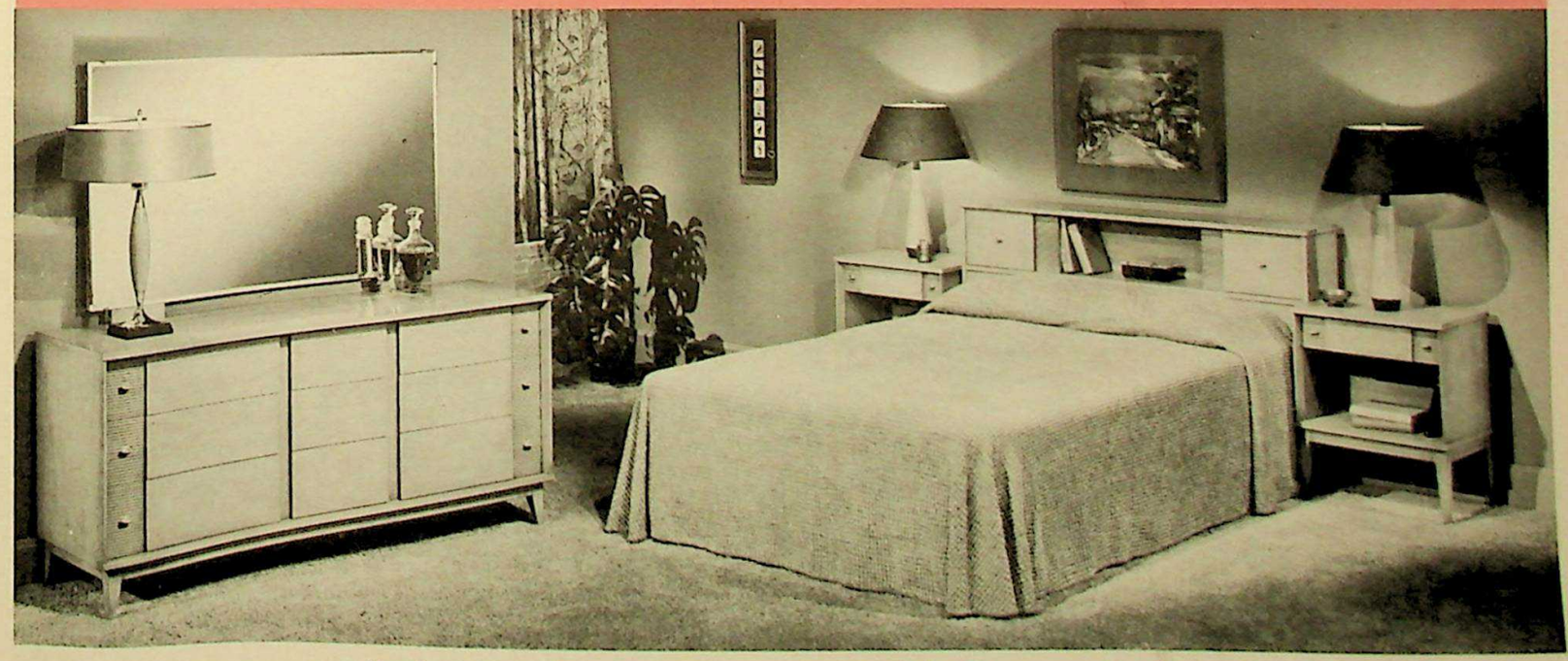
Bookcase Bed—4/6 with Footboard.
474-17 80 lbs. .....RETAIL **$122.00**

Bookcase Bed—3/3 with Footboard.
474-172 (Not Shown) **$122.00**

Bookcase Bed—6/6 with 2 Metal Swing Units (Not Shown).
4474-9 120 lbs. .....RETAIL **$171.00**

Vanity Desk (Not Shown) 3 Drs. 54 x 19", Ht. 30" Wt. 120 lbs.
474-8 .....RETAIL **$130.00**

Corner Table (Not Shown) 1 Dr. 35 x 35", Ht. 30", 55 lbs.
474-9 .....RETAIL **$107.00**



Also Available in Platina Walnut.

F.O.B. Chicago or North Carolina

"The Monterey"

BY THOMASVILLE

Buffet—Top 48" x 19". Ht. 31"
853-110 115 lbs. .....RETAIL **$162.00**
China—Top 44" x 16". Ht. 66".
853-19 175 lbs. .....RETAIL **$267.00**
Round Table—44" dia. Ext. 68" 2 Lvs.
853-24 110 lbs. .....RETAIL **$126.00**
853-75—Arm Chair.
853-7—Side Chair.
Set of 2 Arm Chairs, 4 Side Chairs—130 lbs. .....RETAIL **$195.00**

Open

Drop Leaf Table. Closed 26" x 42", Open 42" x 69". Extends to 42" x 81"—1 leaf.
853-44 155 lbs. .....RETAIL **$148.00**

Closed

Here's magnificent wedding of Contemporary styling and Old World craftsmanship. Truly an elegant dining room suite to sparkle and enrich the decor of your dining area. Created with selected Platina Walnut for tops, fronts and ends. Drawer bottoms and drawer sides are made of sturdy Oak. Dust-proof construction throughout with smooth gliding center drawer guides. For extra protection, silver cloth lining is used in one drawer of the buffet and two drawers of the deck and china. Drawers are accented with modern brass pulls. Blocked drawer fronts have interesting scored line treatment. All surfaces are finished in a new brown Walnut color with white filler in the wood pores and rubbed to a satin sheen.

Buffet—Top 56" x 19". Ht. 31".
853-11 140 lbs. .....RETAIL **$178.00**
Deck or Top for Buffet—56" x 15". Ht. 37".
853-0 130 lbs. .....RETAIL **$157.00**
Table—40" x 60"—Ext. 96". 3 Lvs.
853-2-8 115 lbs. .....RETAIL **$128.00**
853-75—Arm Chair.
853-7—Side Chair.
Set of 2 Arm Chairs, 4 Side Chairs—130 lbs. .....RETAIL **$195.00**

F.O.B. Chicago or North Carolina

Chair — Overall Length 35½", Width Between Arms 20". Depth of Seat 21", Height 28".

Divan — Overall Length 78", Width Between Arms 60", Depth of Seat 21", Height of Back 28".

No. 213 Chair and Divan.....Total Wt. 199 lbs. RETAIL **$254.00**

Covered in Frieze Material. Please state color desired.

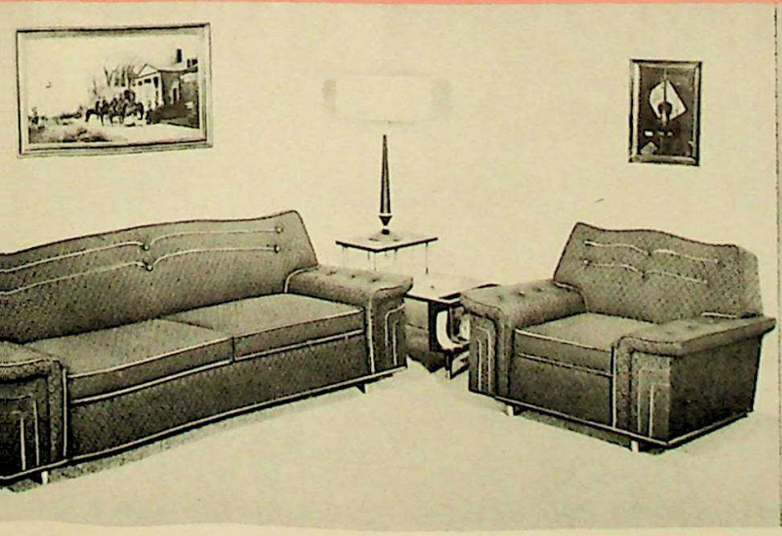
COMFORT & LUXURY

Divans & Chairs

BY

Jackson

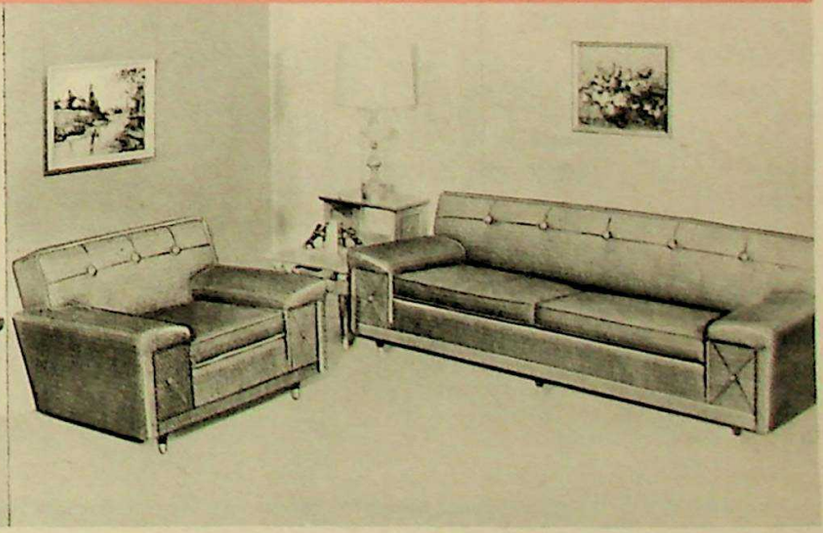
LUXURIOUS suites by Jackson attain the hallmark of distinction for elegance of styling and master craftsmanship. Custom stlying and detailed care go into every stunning piece. Ultra quality is the keynote. All frames are of durable kiln dried hardwood carefully assembled and insured by double dowelling, glueing and corner blocking. Heavy gauge wire springs are used throughout. Permulators are used in both the seat and back to assure smooth padding and long wear. A variety of wear-resistant fabrics are available to harmonize with any living room decor. Legs are available in Blond, Walnut or Ebony finish.



Chair — Overall Length 42". Width Between Arms 21", Depth of Seat 22", Height of Back 31".

Divan — Overall Length 85", Width Between Arms 60", Depth of Seat 22", Height of Back 31".

No. 243 Chair and Divan.....Total Wt. 229 lbs. RETAIL **$306.00**



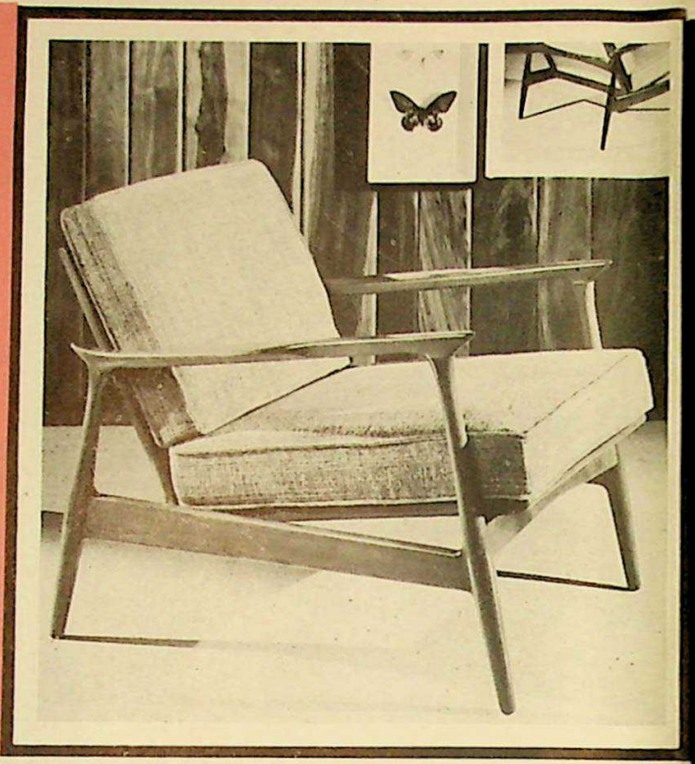
Chair — Overall Length 38", Width Between Arms 21", Depth of Seat 22", Height of Back 30".

Divan — Overall Length 80", Width Between Arms 60", Depth of Seat 22", Height of Back 30".

No. 244 Chair and Divan.....Total Wt. 218 lbs. RETAIL **$272.00**

Covered in Frieze Material. Please state color desired. F.O.B. Chicago or Tennessee

Boomerang Arm Chair — Silhouette of arm flowing into rear leg resembles boomerang. Foam rubber cushion, zippered and reversible. Walnut, Saddle, Nubian. W. 29", D. 29", H. 28".
No. 545.....Wt. 33 lbs. RETAIL **$144.00**



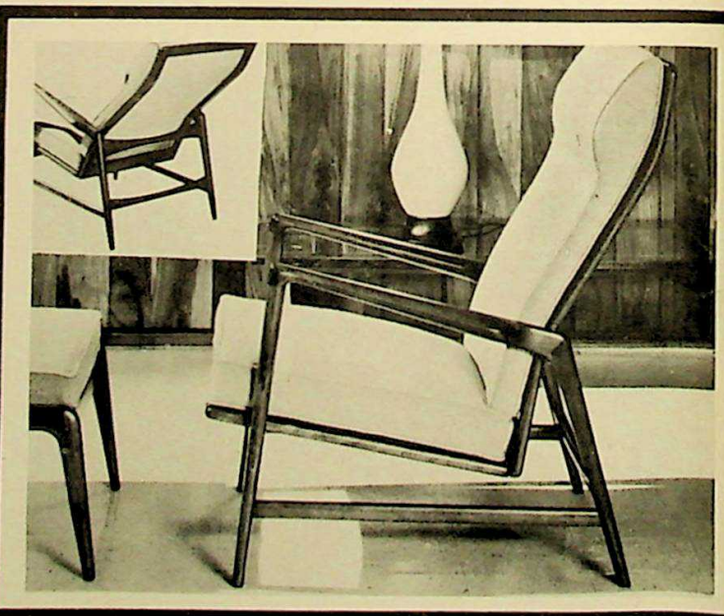
Lounge Chair — Hand-woven, bleached raffia-panel back. Curved arm and leg spindles. Reversible, zippered foam rubber cushion. Available in Walnut, Saddle, Nubian. W. 30", D. 31", H. 29".
No. 542.....Wt. 40 lbs. RETAIL **$197.00**

Don't confuse Selig with ordinary furniture. All imported frames and custom built.

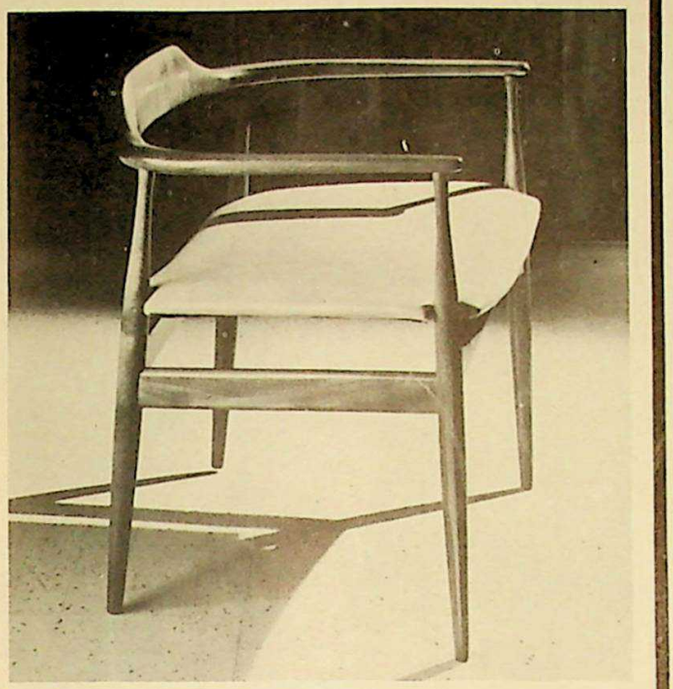
THE DANISH GROUP BY SELIG

F.O.B. Chicago or Massachusetts

Arm Chair with No. 600 Ottoman — For lounging comfort. Satiny to the touch and resistant to scuff and stain. With latticed back, foam cushion. W. 30, D. 34, H. 29.
No. 618 Chair .....Wt. 18 lbs. RETAIL **$164.00**
No. 600 Ottoman .....Wt. 15 lbs. RETAIL **$ 83.00**



Reclining Chair with No. 600 Ottoman — Minimum of bulk, maximum comfort. Can be adjusted to five positions. W. 29, D. 32, H. 39.
No. 547 Chair .....Wt. 45 lbs. RETAIL **$220.00**
No. 600 Ottoman .....Wt. 15 lbs. RETAIL **$ 83.00**

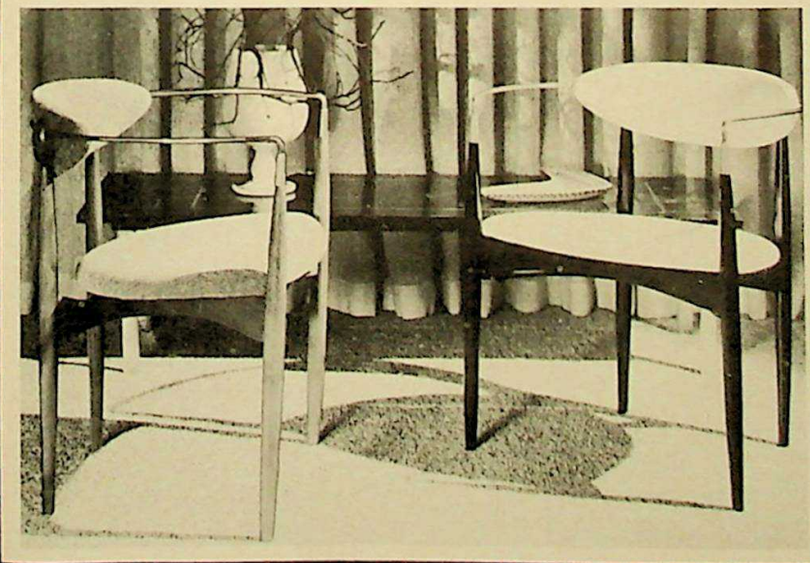


Captain's Chair — Beautifully sculptured. Actually a chair-and-a-half wide. Molded plywood seat upholstered in foam rubber. Finishes: Walnut, Saddle, Nubian. W. 24", D. 20", H. 28".
No. 9-15.....Wt. 24 lbs. RETAIL **$86.00**

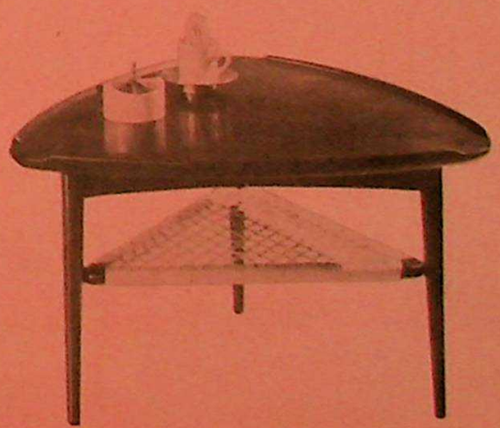
Raffia Arm Chair — Elegantly sculptured farme with bleached raffia sides. Zippered, reversible foam rubber cushion in variety of fabric. W. 32", D. 32", H. 28".
No. 616.....Wt. 50 lbs. RETAIL **$164.00**

SELIG'S distinguished Danish Collection of furniture designs depart from the expected and embrace an informal pureness of line only a master artisan could have conceived. All pieces are entirely manufactured, finished and hand-rubbed to an enduring deep beauty by meticulous Danish craftmen whose work in modern styling is peerless throughout the world. In silhouette, they are suave and simple, spare-framed, without bulk, crisp and clean. Never has so much style and comfort been engineered within such trim proportions.

Made in most materials. Please state cover wanted or write for samples.



Viscount Brass Arm Chair — Princely design. One-piece brass arm rest with foam rubber back and seat. Available in Walnut, Saddle, Nubian Black. W. 23, D. 21, H. 28.
No. 14-15.....Wt. 21 lbs. RETAIL **$87.00** ea.



Wedge Table — Appropriate for between-chairs use, boasts a triangular raised edge and woven-cane shelf. In Walnut or Saddle only. 26 x 26, H. 16. Wt. 17 lbs.
No. 29 (Packed 2 in a ctn.) Wt. 17 lbs. RETAIL **$100.00 ea.**

Sofas & Chairs BY OXFORD

F.O.B. Chicago

Truly impressive showpieces with the unmistakable look of sheer luxury . . . in styling and comfort. These fine sofas and chairs actually are crowning examples of "ageless styling." They combine the elegance and craftsmanship of the traditional and the lines and spacious comfort is evident throughout. Only kiln-dried hardwood is used for frame construction. Featured by "no-sag" construction with sturdy webbing and hand-tied springs. Top-quality matalesse and textured fabric material are wear-resistant and easy to clean.

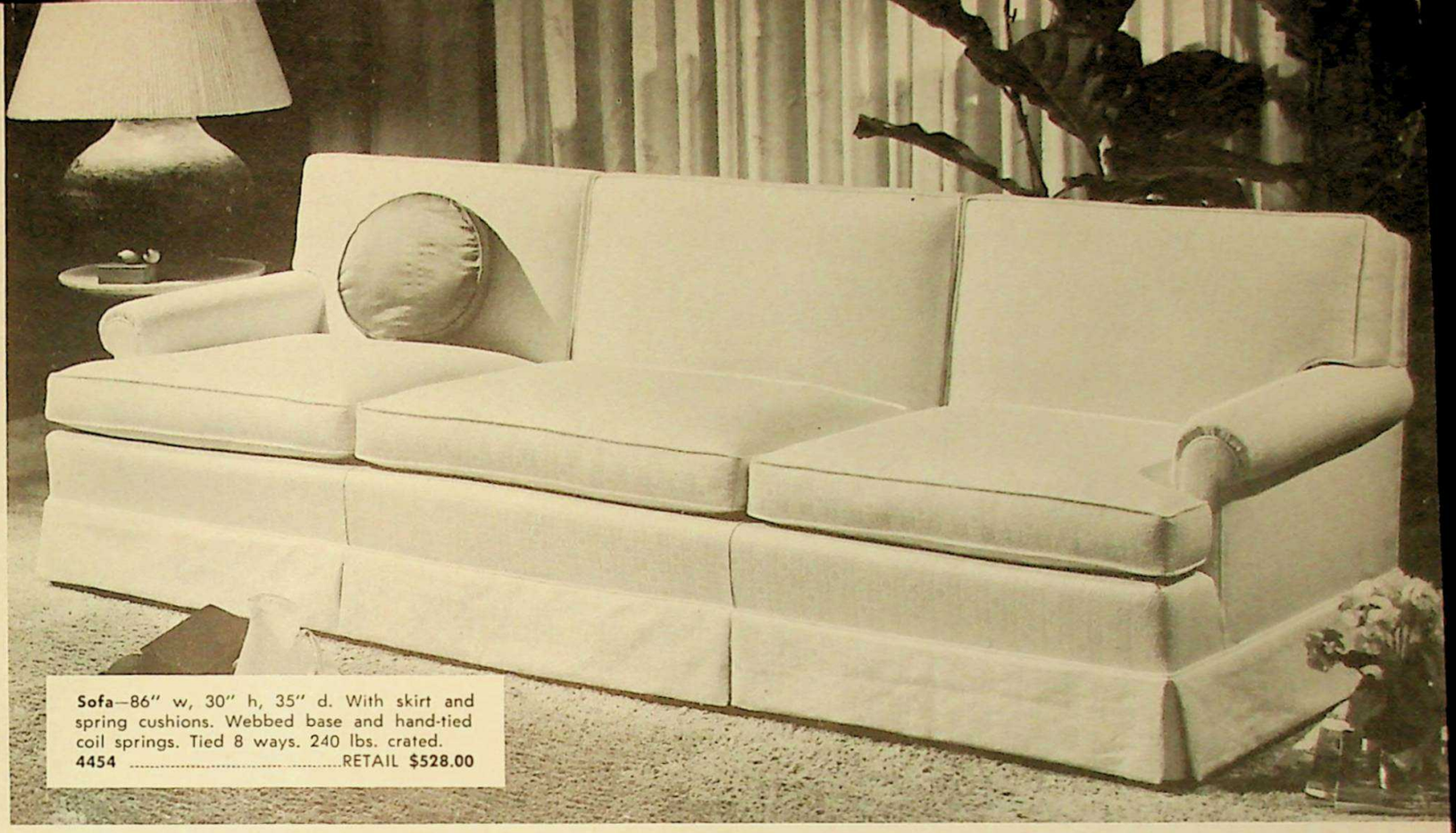
Sofa—86" w, 27" h, 31½" d. Height of arm 27". With skirt. Webbed base. Hand-tied spring. 250 lbs. crated.
2496 .....RETAIL **$528.00**

Please don't confuse internationally known Oxford Decorator pieces with anything you have seen before.

Specify Cover Wanted or Write for Samples

Chair—32" w, 30½" h, 33½" d. Arm height 21½". Webbed, hand-tied spring. Tied 8 ways for extra strength. Spring cushion. 75 lbs. crated.
4264 .....RETAIL **$222.00**

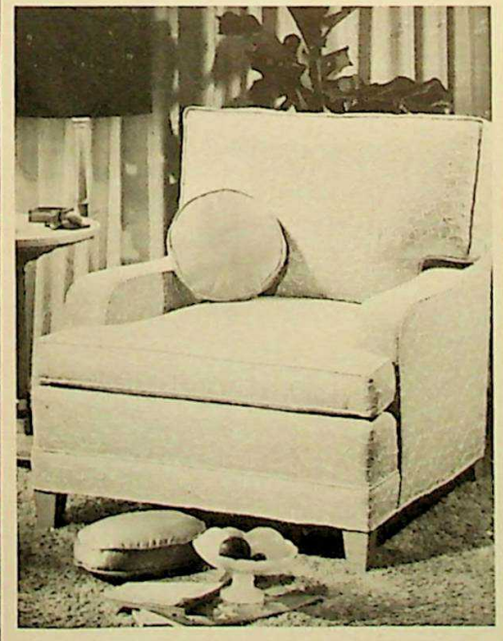
Chair—28" w, 29" h, 31" d. Height of arm 20½". With casters. Webbed and hand-tied spring. Button lock, spring seat. 601 lbs.
207 .....RETAIL **$222.00**



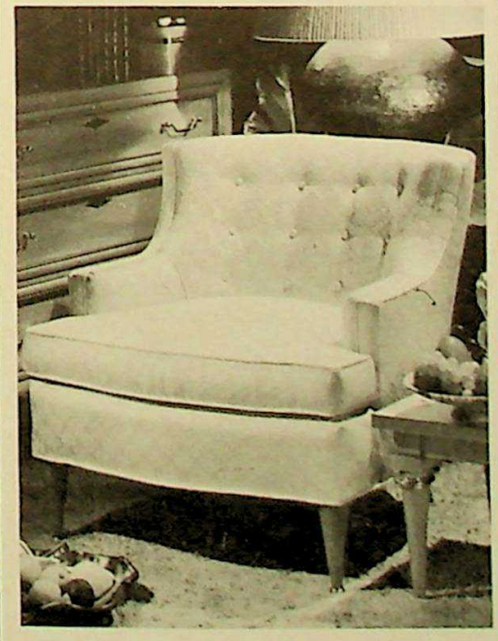
Sofa—86" w, 30" h, 35" d. With skirt and spring cushions. Webbed base and hand-tied coil springs. Tied 8 ways. 240 lbs. crated.
4454 .....RETAIL **$528.00**

Classical, Luxurious Styling for Modern Living. America's Best for Enduring Beauty and Comfort.

Distinctly Elegant with Universal Charm.



Chair—30½" w, 32" h, 36" d. Arm height 20". With down back loose pillow. Hand-tied spring. 80 lbs. crated.
2296 .....RETAIL **$240.00**



Chair—28½" w, 30" h, 31" d. Arm height 20½". Rounded back with smart sloping arms. Button tufted fabric. Turned legs. 55 lbs.
2200 .....RETAIL **$222.00**

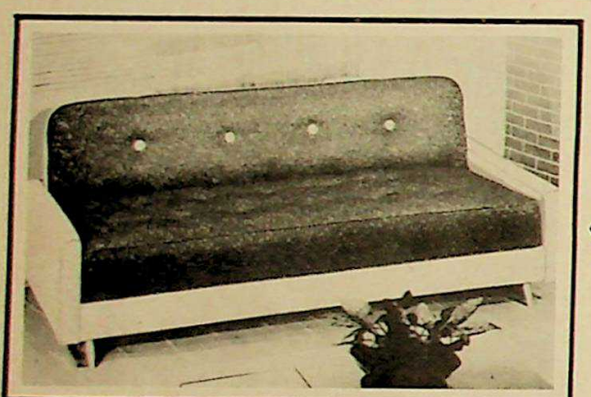
Chair—28½" w, 33" h, 35" d. Arm height 22". Classic Old World styling. Carved wood legs and hand rest. 70 lbs. crated.
2402 .....RETAIL **$200.00**

A Genuine "LAZY BONE" Sleep Product

No. 9002 - 2-PIECE SECTIONAL SLEEPER SOFA - A very functional piece of modern furniture by day, yet converts into a full-size comfortable bed for your extra guests at night. 288 coil spring mattress. Has striped cover with removable back. The sofa has an automatic locking device to store bedding. It also features levelizer bars to give a level bed for more comfortable sleeping. Couch can be tilted for easier cleaning. Each piece is 48" long. Available in all colors, also frieze colors of Red, Green, Grey or Brown. Fabric samples available on request. Shipping wt. 350 lbs. RETAIL **$640.00**

Quality Sleepers BY LAZ

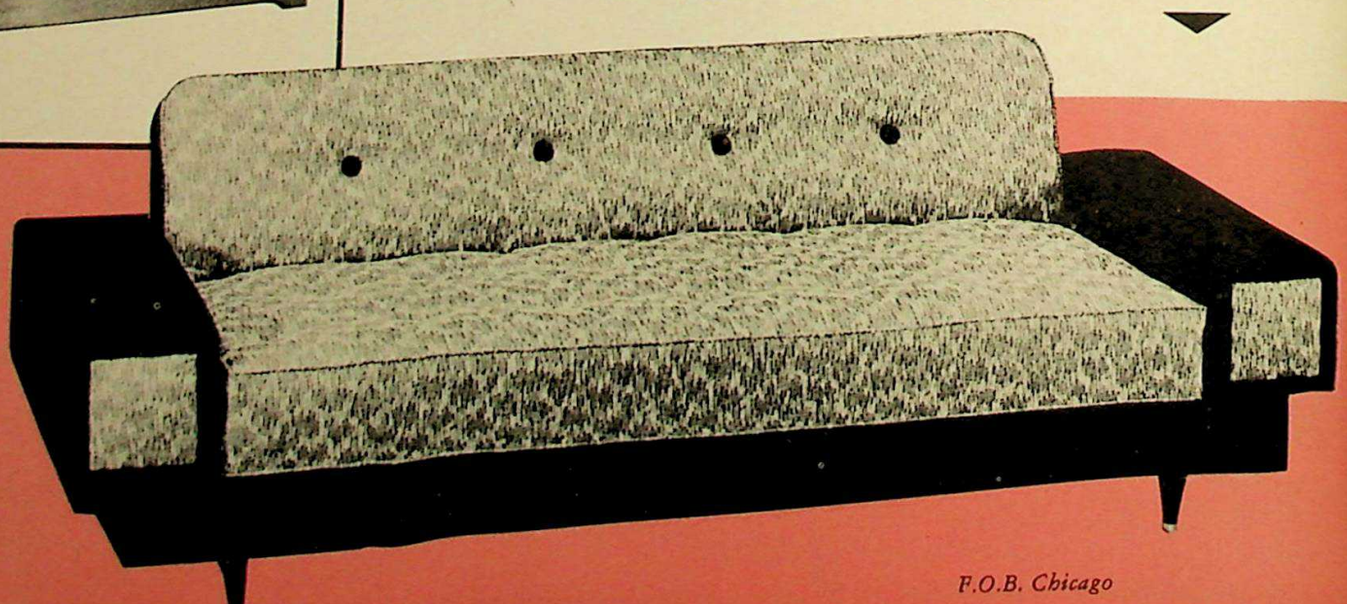
Specify Color of Material Wanted.



No. 625 - MODERN SOFA BED — Simply styled for the modern room. Converts easily into a comfortable bed. Features brass legs and beautiful biscuit tufting on the seat and back. Elegantly upholstered in dark metallic fabric contrasted with a light colored metallic fabric on the back, arms and baseboard. Available in Black, Green, Brown or Red. Shipping wt. 110 lbs. RETAIL **$120.00**

No. 8020 - FUNCTIONAL STUDIO COUCH - Comfortable bed easily converted into a handsome studio. Button tufted with matching self welt. Solid steel frame made with 50 helical tied premier steel coils and easy to roll casters. Deluxe styling features: boxed edge mattress with matching welt; two 36" spring filled bolters; mattress with extra layers of fluffy felt and sisal insulation. Durable, heavy tweed fabric available in Gold, Green, Persimmon, Red and White with gold metallic thread. 30" × 74". Shipping wt. 150 lbs. RETAIL **$120.00**

No. 440 - SOFA BED - Elegantly designed for all the comforts of sitting and sleeping to living room decor. A 77 coil innerspring construction mounted on a frame of selected kiln-dried hardwood. Brass tipped legs in blond, mahogany or ebony. Wide storage box for bedding. Tailored in a beautiful metallic nubby fabric. Colors: Pink, Turquoise, Green, Natural and Red. Solid Black for a two-tone combination. Closed size, 25" × 84". Shipping wt. 165 lbs. RETAIL **$130.00**



F.O.B. Chicago

No. 9011 - MODERN SLEEPER SOFA - designed for sleeping comfort as well as a beautiful piece of living room furniture. The 288 coil spring mattress assures restful, luxurious sleep. It has a striped cover with removable back. Automatic locking device to store bedding. Levelizer bars to give a level bed. Couch can be tilted for easier cleaning. 77" long. Available in Metallic textured fabric of Turquoise, Red, Green or Natural. Also in Frieze colors - Red, Green, Grey or Brown. Fabric samples available on request. Shipping wt. 320 lbs. RETAIL **$320.00**

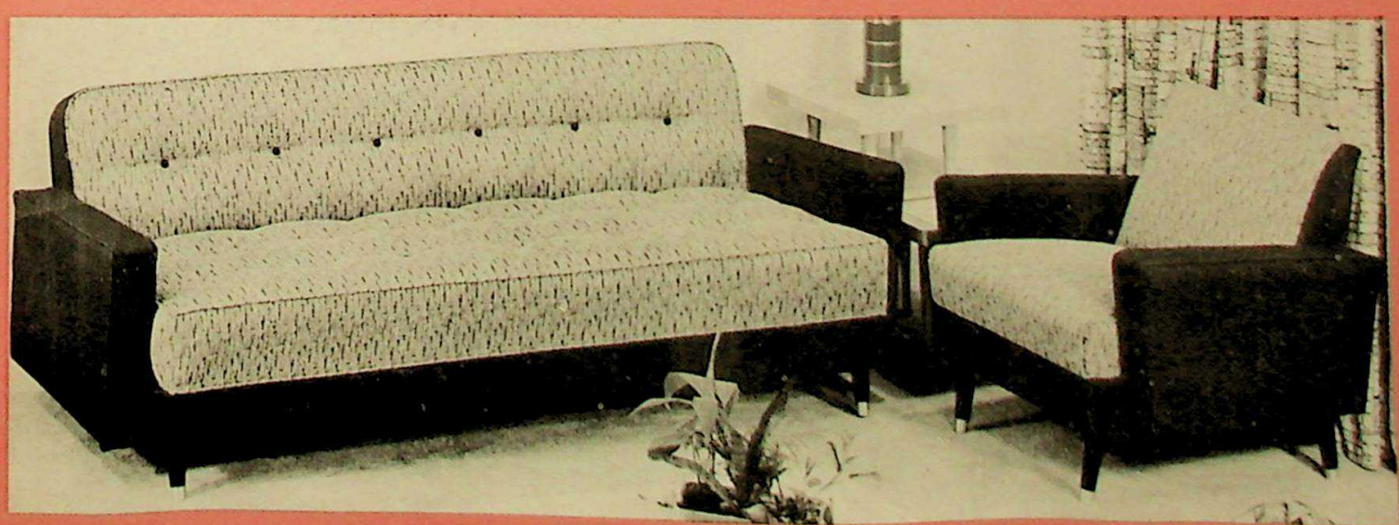
ONE

Specify Color of Material Wanted.

No. 825 - SPACE SAVING SOFA BED Ultimate in modern design and styling. Tufted seat and back insures comfortable sleeping surface eliminating uncomfortable ridges and old fashioned center seams. Seat and back are made with a 77 coil wire tied premier steel construction, mounted on a frame of selected kiln-dried hardwood. Brass tipped legs in blond, mahogany and ebony. Large storage box for bedding. Available in handsomely tailored nubby fabric with matching self welt. Colors: Pink, Green, Turquoise, Chartreuse, Red, Natural and sage with solid black for two-tone combinations. Size, 25" × 80". Shipping Wt. 150 lbs. RETAIL **$134.00**

No. 825 - MATCHING CHAIR - Constructed with no-sag seat and back. Filled with cotton felt and rubberized hair pads. Back 25" × 18". Arms 3½" wide. Shipping wt. 35 lbs. RETAIL **$76.00**

No. 9112 - BUTTON BACK SLEEPER SOFA - The modern way to add more living space to a room. Converts into a comfortable king size bed by night. Mattress contains 288 coil springs and striped cover with removable back. Automatic locking device to store bedding. Levelizer bars give a level bed for more comfortable sleeping. Couch can be tilted for easier cleaning. 72" long. Available in Metallic textured fabric of Turquoise, Red, Green or Natural. Also can be had in Frieze colors - Red, Green, Grey or Brown. Fabric samples available on request. Shipping wt. 320 lbs. RETAIL **$290.00**



SLEEPING ON A

Sealy

IS LIKE SLEEPING ON A CLOUD

(A) Sealy Luxfoam Mattress and Box Spring Set—4½ inches of finest firm density Foam Latex for buoyant, but luxurious sleeping surface. Ideal for allergy sufferers, it doesn't harbor dust. Made of beautiful multicolor satin damask woven stripe cover. Cover is firmly attached to Foam Latex core at edges and sewn for trim, tight fit—reduces bulging and prevents slipping. Box spring is designed for Foam Latex mattresses. 240 coil foundation firmly attached to kiln dried hardwood frame. Dust proof bottom. Box spring height 10". Twin or full size available.

S125T Twin size set 105 lbs.....RETAIL **$159.50**
S125F Full size set 140 lbs.....RETAIL **$159.50**

(B) Sealy Proper Foam Mattress and Box Spring—4½ inches of medium firm density Foam Latex for average weight people. Foam Latex consists of thousands of tiny air cells for cool, clean and comfortable sleep. Fancy woven blue multicolor strip cover is sewn to taped edges of Foam Latex to insure trim tight fit and reduce bulging. Specially designed box spring with 180 coils firmly attached to kiln dried hardwood frame. Dust proof bottom. Box Spring height 10"

S130T Twin size set 105 lbs.....RETAIL **$109.50**
S130F Full size set 140 lbs.....RETAIL **$129.50**

(C) Sealy Regal Supreme Orthopedic Type Mattress—Foam Latex plus extra deep tufted surface for firm, but comfortable sleeping support. Foam Latex padding plus buoyant cotton felt both sides. Resilient 510 coil innerspring unit buoys and supports your weight for level comfortable sleep. Insulated coils to prevent coil feel. Rose and Grey woven strip cover. Firm no-sag edges, heavy border wire, tailored cord handles for easy turning. 8 ventilators. 260 coil foundation attached to kiln dried hardwood frame. Dust proof bottom.

S135T 3/3 size 53 lbs.....RETAIL **$79.95**
S135F 4/6 size 70 lbs.....RETAIL **$79.95**
S135¾ 4/0 size 65 lbs.....RETAIL **$79.95**
S135MBST Matching box spring 3/3 size 58 lbs.....RETAIL **$79.95**
S135MBSF Matching box spring 4/6 size 80 lbs.....RETAIL **$79.95**
S135MBS¾ Matching box spring 4/0 size 75 lbs.....RETAIL **$79.95**

(D) Sealy Smooth Rest Mattress—Smooth tuftless surface for comfortable sleeping. Patented construction securely anchors the heavy layers of cotton felt—prevents shifting and indentures. 312 insulated coil unit to prevent coil feel on the smooth surface. Heavy border wire prevents sagging. Tailored cord handles. 8 ventilators for freshness. Heavy woven grey and rust stripe ticking in new decorator colors. Matching 240 coil foundation firmly anchored to kiln dried hardwood frame. Dust proof bottom.

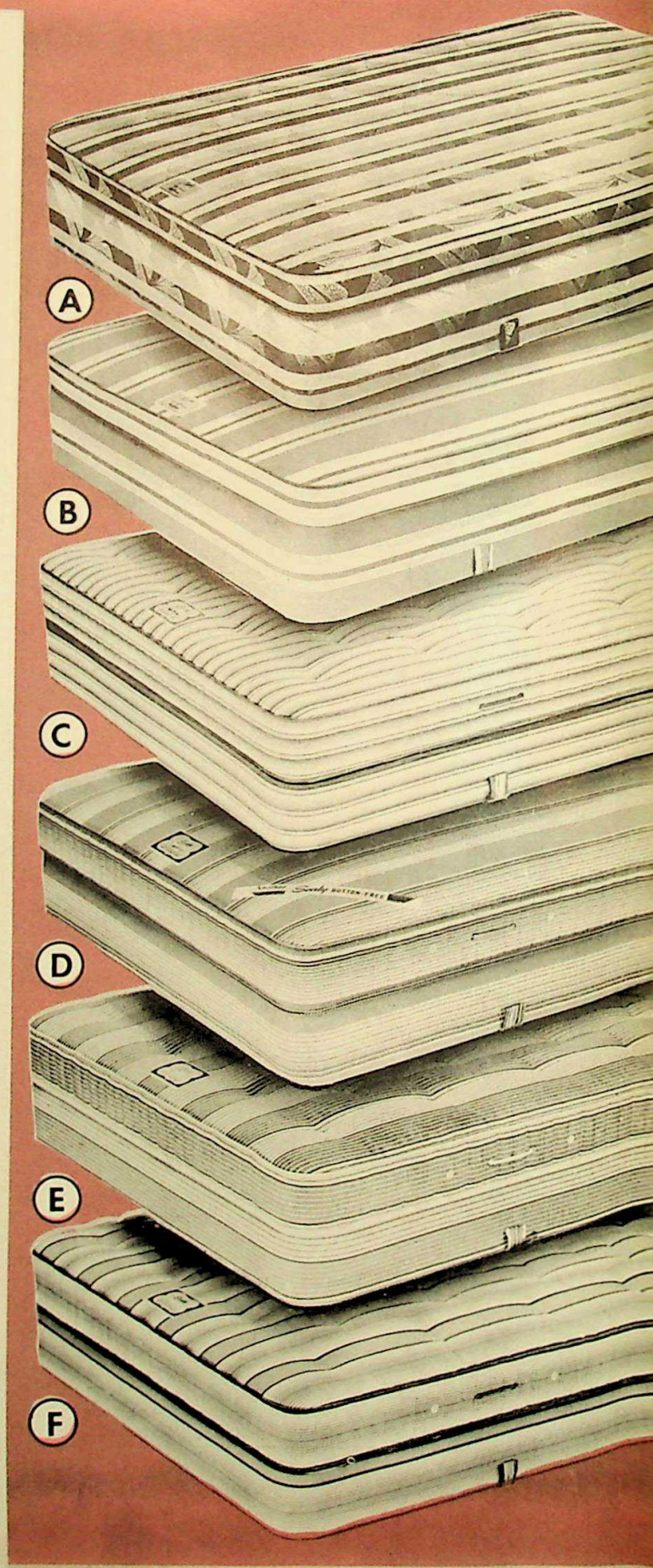
S140T 3/3 size 53 lbs.....RETAIL **$69.95**
S140F 4/6 size 70 lbs.....RETAIL **$69.95**
S140¾ 4/0 size 65 lbs.....RETAIL **$69.95**
S140MBST Matching box spring 3/3 size 58 lbs.....RETAIL **$69.95**
S140MBSF Matching box spring 4/6 size 80 lbs.....RETAIL **$69.95**
S140MBS¾ Matching box spring 4/0 size 75 lbs.....RETAIL **$69.95**

(E) Sealy Contour Form Mattress—Extra-firm construction gives comfortable, buoyant support. 286 semi-riaid coil unit level no-sag support. Deeper tufting gives additional firmness and durability. Ideal for heavy people. 8 oz. grey and green fancy woven stripe ticking for long wear. Pre-built padded border plus firm border wire keeps sides smooth for life of mattress. Tailored cord handles. 8 cross flow ventilators. Special firm foundation of 240 heavy steel coils firmly fastened to kiln dried hardwood frame with convenient handles. Dust proof cover.

S145T 3/3 size 53 lbs.....RETAIL **$59.95**
S145F 4/6 size 70 lbs.....RETAIL **$59.95**
S145¾ 4/0 size 65 lbs.....RETAIL **$59.95**
S145MBST Matching box spring 3/3 size 58 lbs.....RETAIL **$59.95**
S145MBSF Matching box spring 4/6 size 80 lbs.....RETAIL **$59.95**
S145MBS¾ Matching box spring 4/0 size 75 lbs.....RETAIL **$59.95**

(F) Sealy Bon-Ton—Medium firm mattress designed to give maximum support and comfort. Covered with heavy fancy woven blue strip to give many years of wear. 242 coils insulated with a layer of sisal pads, top and bottom to prevent sagging sides. 8 ventilators for cross ventilation. 4 cord handles for easy turning. Foundation of 180 heavy steel coils firmly fastened to kiln dried hardwood frame. Dust proof bottom.

S150T 3/3 size 53 lbs.....RETAIL **$49.95**
S150F 4/6 size 70 lbs.....RETAIL **$49.95**
S150¾ 4/0 size 65 lbs.....RETAIL **$49.95**
S150MBST Matching box spring 3/3 size 58 lbs.....RETAIL **$49.95**
S150MBSF Matching box spring 4/6 size 80 lbs.....RETAIL **$49.95**
S150MBS¾ Matching box spring 4/0 size 75 lbs.....RETAIL **$49.95**



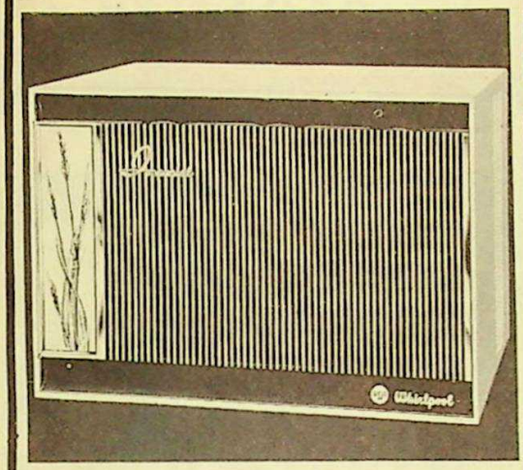
F.O.B. Chicago

Our business in life is not to get ahead of others, but to get ahead of ourselves.

. . . Stewart B. Johnson

RCA Whirlpool

Imperial



RCA Whirlpool
Imperial Room Air Conditioners
Highlight of this exciting new air conditioner is the indirectly illuminated exotic panel with delicate traceries inlaid in translucent plastic. Available in a variety of designs and colors, the panel is easily changed to harmonize with any room decor. New 2-in-1 dials are so easy to set. On one dial, the outer ring controls humidity, the inner knob controls temperature. On the other dial, the outer ring controls vent and exhaust, the inner knob controls fan speed and cooling.
Now you can have added control of humidity as well as temperature! Entirely separate, you just set the humidity control and it will maintain the humidity needed for truly complete comfort. New, efficient design prevents snow, sleet, rain and other bad weather from entering the "thin and low" cabinet. A cover is not required in winter and unit can be used year 'round. Illuminated control panel, air direction controls, 3 fan speed, "heart-of-cold" compressor.

Model	H.P.	Volts	Amps	RETAIL
I-8100-2	1	115	12	**$387.95**
I-8100-3	1	230	8	**$387.95**
I-8150-3	1½	230	9.8	**$458.95**
I-8200-3	2	230	12	**$494.95.**

Imperial Room Air Conditioner with Reverse Cycle Heating with "heat pump" control reverses system automatically to provide warmth. Simple, trouble-free mechanism is an economical method of supplemental heating.

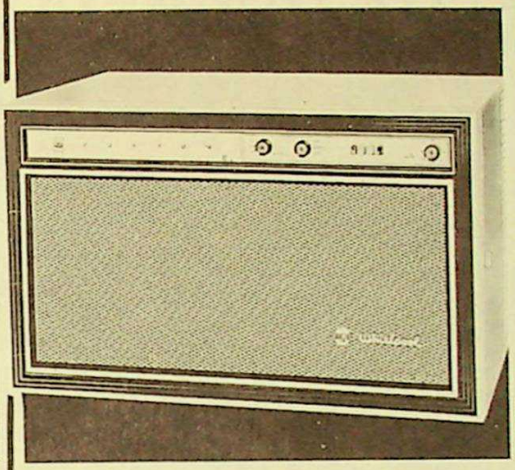
Model	H.P.	Volts	Amps	RETAIL
IH-8100-3	1	230	8.0	**$404.95**

Imperial Room Air Conditioner for thru-the-wall installation. Specially designed for speedy, weather tight installation thru-the-wall. Comes with extra heavy cabinet and special molding trim.

Model	H.P.	Volts	Amps	RETAIL
IW-8001-3	1	230	8.0	**$387.95**

Dimensions: 1 hp - 26"w, 17½"h, 20"d; 1½-2 hp - 26"w, 17½"h, 22"d.

Custom

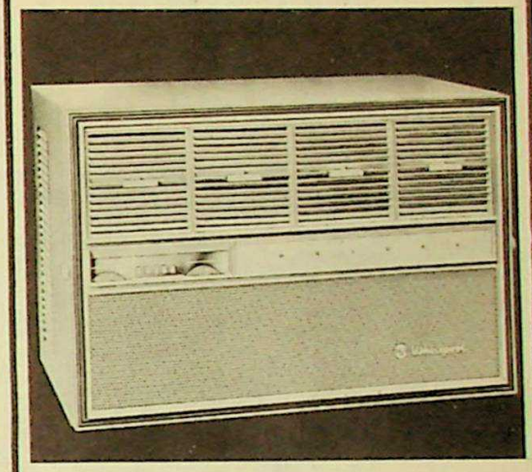


RCA Whirlpool
"Custom" Room Air Conditioners
You can adjust the volume of air as you desire for cooling, ventilating, exhausting, or recirculating. HI is for extra hot days, MED for average days, LO for quiet nighttime operation and there are infinite settings between. An extra large air director is adjustable to any position within a complete circle at finger tip touch, lets you control the air stream as you desire to give you maximum draft-free comfort in any part of the room. Thinner and lower, the new air conditioner installs flush with inside wall with no objectionable "over-hang" on outside wall. "Heart-of-cold" compressor completely welded hermetically-sealed unit with built-in thermal over-load protector. Permanently lubricated for long-life, dependable operation. Propeller-type condenser fan and "squirrel cage" evaporator fan for quieter operation, increased air flow. Glass fiber, disposable type, effectively filters out dust, dirt and pollen. Filter is easily removed for replacement.
Thermostat for complete automatic control of cooling temperature, lets you select just the coolness you prefer. Four pushbuttons and three dial controls give simplified operation for all conditioning functions. Pushbuttons in combination with dial controls let you select ventilation or exhaust with or without cooling. Refrigerant is safe, odorless Freon 22 controlled by specially designed capillary tube. Designed for speedy, weathertight installation in any window 27" to 40" wide. Comes complete with installation material for flush mounting.

Model	H.P.	Volts	Amps	RETAIL
CP-8100-2	1	115	7.5	**$387.95**
C-8100-3	1	230	8.0	**$360.95**
C-8150-2	1½	115	12	**$449.95**
C-8200-3	2	230	12	**$422.95**

Dimensions: 1 hp - 27"w, 16¼"h, 18½"d; 1½-2 hp - 27"w, 16¼"h, 21½"d.

Deluxe



RCA Whirlpool
"Deluxe" Room Air Conditioner
New, complete indoor relaxation regardless of outside weather. Cooling, dehumidifying, filtering, exhaust, ventilation, and recirculation are at your finger tips for perfect comfort. Four extra-large air director grilles are individually adjustable. Let you control the air stream as you desire for maximum draft-free comfort in any part of the room.
Thinner and lower—installs flush with inside wall with no objectionable "over-hang" on outside wall. The comfort you want is at your finger tips with pushbutton and simple dial controls to give you every comfort condition for all your requirements. "Heart-of-cold" compressor completely welded hermetically-sealed unit with built-in thermal over-load protector. Spring mounted internally and rubber mounted externally for extremely quiet operation. Refrigerant is safe, odorless Freon 22 controlled by specially designed capillary tube.
Thermostat for complete automatic control of cooling temperature—lets you select just the coolness you prefer. Five pushbuttons and two dial controls give simplified operation for all conditioning functions. Pushbuttons in combination with dial controls let you select ventilation or exhaust with or without cooling. 2 fan speeds let you adjust the cooling action to exact comfort levels. HI gives added power during extremely hot weather; LO is for milder weather and quiet nighttime operation. Glass fiber filter, disposable type, effectively filters out dust, dirt, and pollen for cleaner, healthier indoor living. Designed for speedy, weather-tight installation in any window 27" to 40" wide.

Model	H.P.	Volts	Amps	RETAIL
D-8100-2	1	115	12	**$351.95**
D-8100-3	1	230	8.0	**$351.95**
D-8150-3	1½	230	9.8	**$405.95**

Dimensions: 26" w, 17½" h, 20¾" d; $8100-2 - 26" w, 17½"h, 17½" d.

Central Air Conditioner units also available, please check with us for specific installation and prices.

All Prices and Specifications quoted in this book are subject to change without notice.

AIR CONDITIONER

GENERAL ELECTRIC

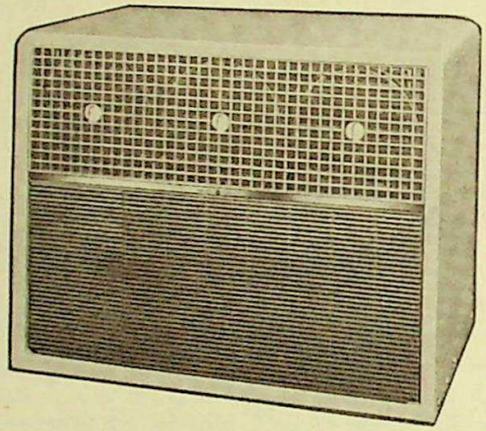
Nothing is more simple than greatness;
indeed, to be simple is to be great.
. . . Ralph Waldo Emerson

1958 Custom

GE Custom Thinline ('58 Models)
New low thinline, so thin it installs without unsightly overhang. New G-E operates at twice the speed of reciprocating compressers found in most air conditioners. The compression and suction process occurs simultaneously; the reciprocating type must divide it into two steps. This means lighter, more compact air conditioner; a smooth, even operation with practically no starting and stopping vibration.
Easy-action controls regulate the performance selector. A single, easy-action rotary control selects desired amount of cooling, moisture removal, air circulation and quietness. An extra low fan speed gives you super quiet operation for restful night time use.
A group of 8 individually controlled air directors provide the widest range of "no-draft" air distribution.
Push-bar air freshener adds a measured amount of special air freshener into circulating air to remove stale or objectionable odors.
A washable, permanent filter effectively removes most airborne pollen, dust and dirt, providing healthy living, relief to allergy sufferers and easier house cleaning.
A 10-position thermostat automatically maintains desired degree of coolness. Easy-action Comfort Control provides outside ventilation with or without cooling and positive exhaust of stale air.
Clean, modern. straight-line styling and the new nutria color provides an air of quality that enhances the decorative scheme of any room. No side vents to restrict installation possibilities.
Quality built for long, dependable service . . . top capacity in the smallest package yet. 15½" h, 26" w. 17" d.

R-462R 1 HP, 115 v, 12 amps RETAIL **$349.95**
R-472R 1 HP, 230 v RETAIL $ *

All-Weather



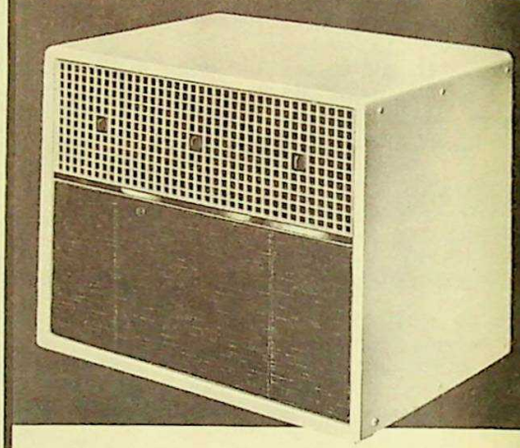
GE "All Weather" Thinline ('58 Models)
In summer the All-Weather Thinline cools, dehumidifies, filters and circulates air efficiently and economically.
In cold weather it heats—takes the chill of chilly mornings and evenings, warms hard-to-heat areas, can often do the entire heating job.
AUTOMATIC CHANGE-OVER FROM COOLING TO HEATING. When cooler weather is encountered, the flow of refrigerant in unit is automatically reversed to provide heat. This economical "heat pump" principle of operation continues until the outdoor temperature drops to 42° F. At this point, the refrigeration system is automatically switched off and a 3,000 watt resistance heater takes over the job of providing heat. This unit will provide heating over full range of outdoor temperatures.

Double filtering system reduces airborne pollen, dust, dirt and lint. Means healthier living, helps most allergy sufferers and makes cleaning easier. Push button air freshener—just a touch adds a measured amount of special air freshener into circulating air to remove stale or objectionable odors.

Fresh air and exhaust—easy-action Comfort-Control provides outside air ventilation with or without cooling, and positive exhaust of stale air.
The cabinet is color styled in fashion-wise nutria. Upper and lower grills are an attractive off-white and cordovan brown combination. A bright metal stripe separates them, adding color accent.
Installation flexibility—no side vents to restrict installation possibilities. 20½" h, 25" w, 19½" d.

R-373R 1 HP, 230 v RETAIL $ *

1957 Custom



GE Custom Thinline ('57 Models)
Select comfort setting you need with the simplified linear controls. Push button control air freshener adds measured amount of special freshener into circulating air to remove stale or objectionable odors.

Double filtering system reduces airborne pollen, dust, dirt and lint. 20½" h, 25" w, 16½" d.

R52P ¾ HP, 115-230 v RETAIL **$359.95**
R72P 1 HP, 230 v RETAIL **$379.95**

"All-Weather" ('57 Models)
All-Weather Thinline is just right for supplemental heating in hard to heat areas. With automatic temperature control, it offers efficient cooling, dehumidification, filtering and circulation in the summer—and warming heat together with filtering, recirculation or ventilation during cooler days. 20½" h, 25" w.

R-53P ¾ HP, 230 v RETAIL $ *
R-73P 1 HP, 230 v RETAIL $ *

"Deluxe" Thinline ('57 Models)
Flexible linear controls allows you to control fresh air intake, automatic thermostat controls room air temperature. Three independently operated air directors permit you to direct air where you want it. Disposable glass fiber filter reduces airborne pollen, dust and dirt. Provides relief for allergy sufferers. 20½" h, 25" w.

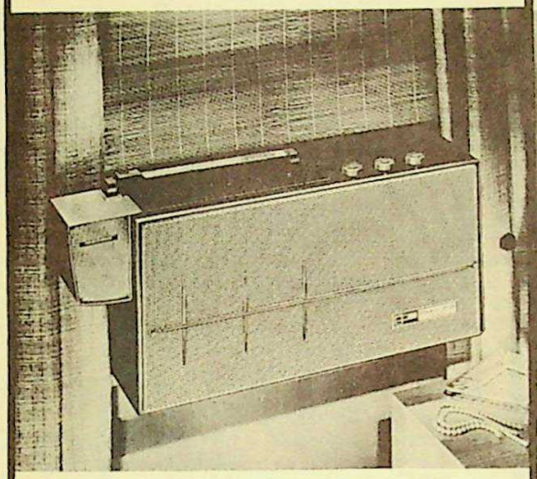
	HP	Volts	Amps	
R-31P	½	115	7.5	RETAIL **$199.95**
R-41P	¾	115	7.5	RETAIL **$349.95**
R-51P	¾	115-230		RETAIL **$339.95**
R-61P	1	115	12	RETAIL **$349.95**
R-71P	1	230		RETAIL **$349.95**
R-101P	1½	230		RETAIL **$449.95**

**Prices not available at time of publication.*

You have not converted a man
because you have silenced him.
. . . John Morley

PHILCO

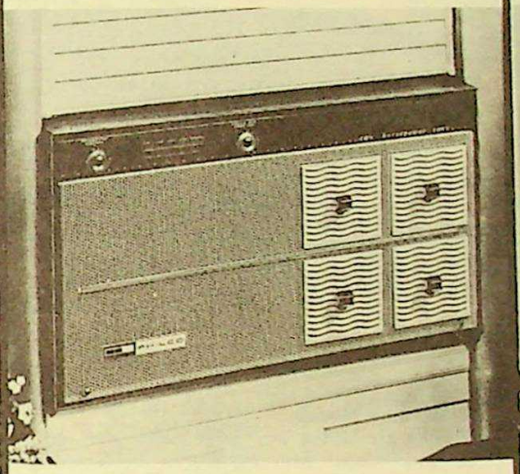
BANTAM SERIES



Philco Bantam Series
FRESH AIR VENTILATION—All models provide fresh air ventilations, with or without cooling. Amount of fresh air is controlled by adjustable knobs. Automatic thermostat automatically maintains selected degree of cooling, as long as it's "on". 3 control knobs from left to right control fresh air, power and thermostat.
"CARRY HOME" CHASSIS — Small enough to place in your car, take it along with you and enjoy its cooling comfort within minutes after you arive home. Easy installation.
TWO-SPEED FAN — "Super cool" speed provides greater air circulation for faster initial pull down of room temperature. "Normal cool" speed is for normal operation and for night time use.
GUARANTEED COOLING CAPACITY — Regardless of unit size or price, your new Philco is guaranteed to deliver its full rated BTU cooling capacity in accord with ARI (Air Conditioning and Refrigeration Institute standards.
Three adjustable grills in top of cabinet may be turned to direct the air for draft-free cooling anywhere in the room. Positive moisture disposal system, easy access filter, propeller type evaporator fan and propeller type condenser fan. Even during the hottest spells, you stay cool with this new Bantam's mighty 1 HP cooling unit. All metal construction with deluxe leather-like finish. 13" h, 24¾" w, 13" d.

Model	HP	Volts	Amps	RETAIL
A-983-2	1	115	7.5	**$259.95**
A-984-2	1	115	12	**$259.95**
A-984-11	1	230	7.5	**$259.95**
8040-453	"Ionitron" Kit for above models			**$50.00**

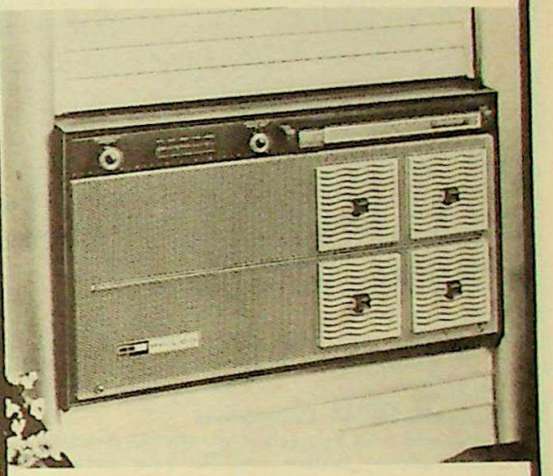
"NOISELESS" Compact Models



Philco Compact Series "Noiseless"
WALL-TO-WALL COOLING—Philco design and high capacity cooling system give maximum flow of cold air for super-fast wall-to-wall cooling. 2-speed fan provides "high" to speed cooling when unit is first turned on; "second speed" for normal or night use.
PUSH-PULL BALANCED VENTILATION — All models provide for fresh air ventilation with or without cooling. Turn on knob to draw fresh air in, and at the same time exhaust stale air outside with scientifically balanced "push-pull" ventilating system. Amount of fresh air is controlled by adjusting the knob. Automatic thermostat will automatically maintain selected degree of cooling as long as it's on. Four-way grilles can be adjusted to direct the cool air up, down, left or right. Perfectly draft-free.
FILE DRAWER CHASSIS—Chassis slides in and out of cabinet enclosure, like a file drawer. Enclosure can be mounted permanently in window or wall. Installation is faster, more weatherproof, and costs less. Permits removal of chassis at any time without disturbing installation. 16½" h, 27" w. 21¼" d.

Model	HP	Volts	Amps	RETAIL
A-1082-2	1	115	12	**$339.95**
A-1082-23	1	230/208		**$339.95**
A-1083-2	1	115	7.5	**$359.95**
A-1086-2 (Heat Pump Model	1	115	7.5	**$359.95**
A-1086-11 (Heat Pump Models)	1	230/208		**$359.95**
High Capacity Models				
A-1282-2	1	115	12	**$379.95**
A-1282-11	1	230		**$379.95**
A-1582-11	1½	230		**$399.94**
A-2082-11	2	230		**$449.95**
204-465 "Ionitron" Kit for above models				**$50.00**

IONITRON COMPACT SERIES



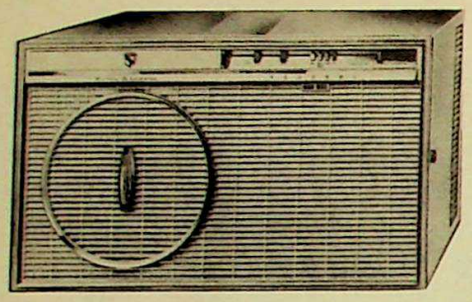
Philco Ionitron "Compact" Series
Not only keeps you cool, but makes you feel better, work better and get more fun out of life—with quick relief from allergies! Up to 85% more efficient in removal of air-borne bacteria, pollen, dust and lint. Positive removal of most unpleasant odors. Clears air of smoke in a fraction of the time.
COMPACT FLUSH MOUNT CABINET—It mounts flush; does not project into the room.
WALL-TO-WALL COOLING—High capacity cooling system gives maximum flow of cold air for super-fast wall-to-wall cooling. 2-speed fan for High and normal. Four-way grills can be adjusted to direct the cool air up, down, left or right. Perfectly draft-free.
PUSH-PULL BALANCED VENTILATION — All models provide for fresh air ventilation with or without cooling. Turn one knob to draw fresh air in, and at the same time exhaust stale air outside with scientifically balanced "push-pull" ventilating system. Amount of fresh air is controlled by adjusting the knob. Automatic thermostat maintains selected degree of cooling as long as it's on.
FILE DRAWER CHASSIS—Chassis slides in and out of cabinet enclosure like a file drawer. Enclosure can be mounted permanently in window or wall. Installation is faster, more weather-proof, and costs less. Permits removal of chassis at any time without disturbing installation. Counter-balanced design. No unsightly sill brackets or supports. Positive moisture disposal system. 16½" h, 27" w, 21¼" d.

Model	HP	Volts	Amps	RETAIL
AF-1082-2	1	115	12	**$389.95**
AF-1082-23	1	230/208		**$389.95**
A-1086-2 (Heat Pump Model)	1	115		**$409.95**
A-1086-23 (Heat Pump Model)	1	230/208		**$409.95**

FEDDERS

Happiness is a way station
between too little and too much.
. . . Channing Pollock

Four Seasons

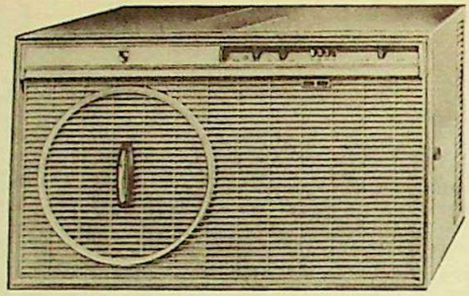


Fedders
Four Seasons Air Conditioners
Cool and heat any room anywhere. Amazing WeatheRobot system acts like your personal comfort engineer 24 hours a day. Switches from cooling to heating automatically; turns on a reserve heating element as needed to provide a minimum of 10,000 BTU'S heat when outdoor temperature registers zero. The world's only room air conditioner that humidifies while it heats. Correctaire Humidifier adds moisture to heated air for an indoor climate that helps promote better health and freedom from colds during winter months. In the hottest, muggiest weather, the Four Seasons Fedders Air Conditioner will provide a world famous standard of cooling performance improved with Deep-Cold Cooling Reserve that delivers extra cooling needed for "scorcher" days. Moisture in hot summer air that would otherwise cover you with a heavy, suffocating blanket of dampness, is wrung from interior air by the quart. Then it's evaporated and expelled to the outside by improved condensate removal system. Thin and low cabinet ends ugly overhang without blocking view or light. With correct application, the Four Seasons Fedders copes automatically with every change of indoor and outdoor temperature with a variety of year round comfort services — even if you live where winters are blustery cold and summers blistering hot. Where tropical days are followed by cold nights, the Main Control Themrostat switches back to cooling whenever the weather requires it. Vari-Air Control with 200% greater range of control reduces air sound to an absolute minimum for quiet nighttime operation. Has weather wheel grill and two built-in thermostats.

			Volt	RETAIL
812FS-3	1 HP	Custom	230	**$419.95**
812FS-5	1 HP	Custom	208	**$419.95**
817FS-3	1½ HP	Custom	230	**$459.95**
817FS-5	1½ HP	Custom	208	**$459.95**

Dimensions: 16¼"h, 27"w, 17¾"d.

Heat Pump

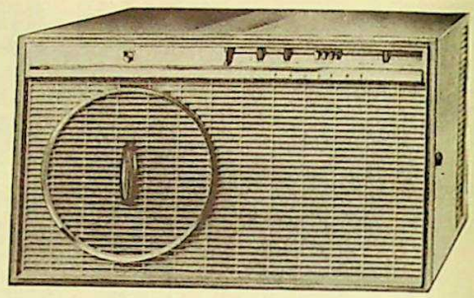


Fedders
Heat Pump Models
Models are unlike any other heats and cools air conditioner: with the aid of the amazing WeatheRobot System, they make science's miracle heating possible even in freezing weather for the first time. The heat pump air conditioner, which has been limited to use in warm climates, can now make its contribution to modern living everywhere—can add to your indoor comfort no matter where you live. Exclusive WeatheRobot System incorporates an Automatic Defrost Cycle that flushes away frost as soon as it forms on the outside coil. The new Fedders Heat Pump models continue to provide the world's most modern indoor comfort — by extracting natural heat which, science has found, exists "free" for the taking even in cold winter air. It can serve as the sole source of room heating in mild climates with an average wintertime low of 35 degrees or higher when properly applied on the basis of rated heating capacity. In extremely cold weather, they supplement central heating. The outstanding cooling power is now improved with Deep-Cold Cooling Reserve that enables cooling coils to operate 25% colder than other air conditioners—and with exclusive Vari-Air Control that assures much quieter nighttime operation. Thin and low cabinet ends ugly overhang without blocking view or light. Because WeatheRobot System does not rely on costly electrical resistance heat, it can operate on regular 115 volt multi-outlet appliance circuits without costly 230 volt rewiring. Other features are weather wheel grille, two built-in thermostats, outstanding humidification, filter-clean air.

	HP		Volt	RETAIL
811SH-2	1	Supreme 7½ amps	115	**$399.95**
811DH-3*	1	Deluxe	230	**359.95**
816SH-2	1½	Supreme 12 amps	115	**429.95**
816D-3*	1½	Deluxe	230	**414.95**
820DH-3*	2	Deluxe	230	**469.95**

Dimensions: 1 hp - 16¼"h, 27"w, 14¾"d.
1½-2 hp - 16¼"h, 27"w, 17¾"d.

Summer Air



Fedders
Summer Air Conditions
For homes equipped with 230-volt electric service, these new air conditioners offer peak cooling power and lower amperage ratings. More powerful 2-cylinder compressors create maximum cooling power on minimum amount of low-cost 230 volt electricity. To this basic efficiency was added Deep-Cold Cooling Reserve which enables heavy-duty cooling coil to operate 25% colder than other air conditioners. Naturally, room air circulated by these new Fedders gets lots colder—lots faster—an extra cooling bonus for extra-hot days. Vari-Air Control is an exclusive system of regulating the rate of cooling by controlling air flow volume. It permits 200% wider range of control than ordinary 2-speed fan motors and reduces air sound to a minimum for quiet nighttime operation. Exhausts smoky, stale indoor air—ventilates with filtered outside air all year round in addition to circulating cold, clean air in summer. Thin and low cabinet ends ugly overhang without blocking view or light. Other features include weather wheel grille, two built-in thermostats, outstanding dehumidification and filter-clean air.

89DS-2	¾ HP	Deluxe Supreme 7½ amps	115 Volt	**$399.95**
811DS-2	1 HP	Deluxe Supreme 12 amps	115 Volt	**$329.95**
811S-2	1 HP	Deluxe Supreme 7½ amps	115 Volt	**$369.95**
812SS-2	1 HP	Super Supreme 7½ amps	115 Volt	**$389.95**
811D-3*	1 HP	Deluxe	230 Volt	**$314.95**
812C-3*	1 HP	Custom	230 Volt	**$349.95**
816CS-2	1½ HP	Custom Supreme 12 amps	115 Volt	**$399.95**
816D-3*	1½ HP	Deluxe	230 Volt	**$379.95**
817C-3*	1½ HP	Custom	230 Volt	**$419.95**
820D-3*	2 HP	Deluxe	230 Volt	**$449.95**
821C-3*	2 HP	Custom	230 Volt	**$489.95**

** Also available in 208 volts at same price.*

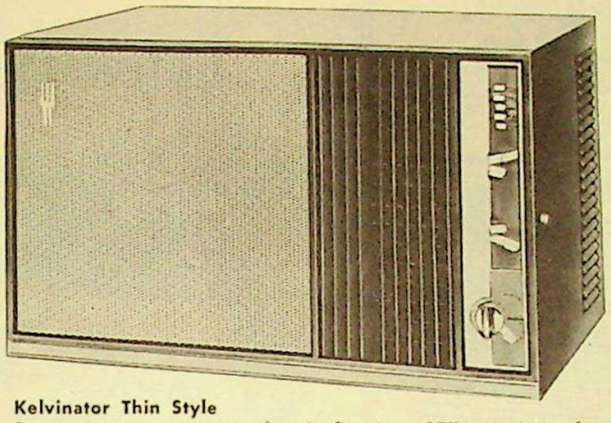
Dimensions: 1 hp - 16¼"h, 27"w, 14¾"d,
1½-2 hp - 16¼"h, 27"w, 17¾"d.

ASK US about our WALL-FIT models, ranging from ¾ HP at $314.95 to 1½ HP at $449.95
(Chassis sleeve not included in price).

When you are getting kicked from the rear it means you're in front.

. . . Bishop Fulton J. Sheen

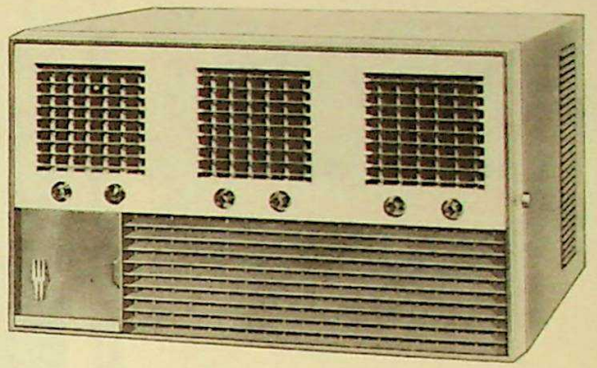
KELVINATOR



Kelvinator Thin Style
So compact, so narrow that it fits into 27" openings, keeps inside and outside overhang at a minimum, all controls are conveniently grouped—easily accessible on a beautiful gold panel on the front of the cabinet.
QUALITY FEATURES: 2-directional cooling, exclusive filter-matic signal, replaceable glass fiber filter, easy-to-use push button controls, adjustable thermostat, 2-speed fan and exhaust vent. You get both the capacity and the air flow control to channel cool, clean, refreshing air into two rooms at the same time. The efficient air directional control has two sets of dual control louvers—one horizontal and one vertical. Each set operates independently.

RH-1061	1 HP	115 v	7½ Amps	RETAIL **$299.95**
RH-1081	1 HP	115 v	12 Amps	RETAIL **$309.95**
RH-1082	1 HP	230 v		RETAIL **$309.95**
RH-1581	1½ HP	115 v	12 Amps	RETAIL **$369.96**
RH-2082	2 HP	230 v		RETAIL **$399.95**

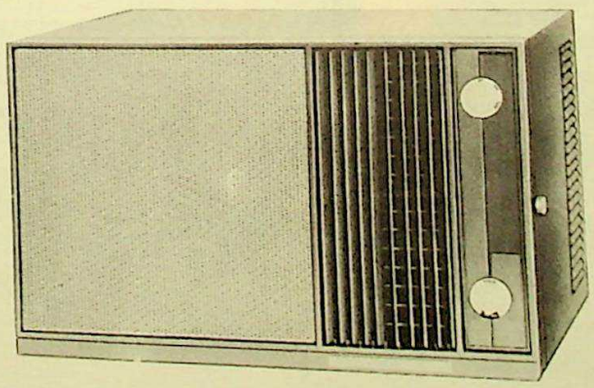
Dimensions: 1 hp - 16¾"h, 26½"w, 17¾"d.
1½-2 hp - 16¾"h, 26½"w, 23¾"d.



Kelvinator "Master Piece"
Big Capacity
This powerful air conditioner is ideal for cooling large areas such as offices and places of business.
DELUXE FEATURES: Concealed push button controls, 3 speed fan, 3 two-directional cooling nozzles, fresh air and exhaust vents, adjustable thermostat, replaceable glass fiber filter.
The Kelvinator Room Air Conditioner cools, dehumidifies, filters, exhausts and circulates.

RH-2092	2 HP	230 Volts	RETAIL **$439.95**

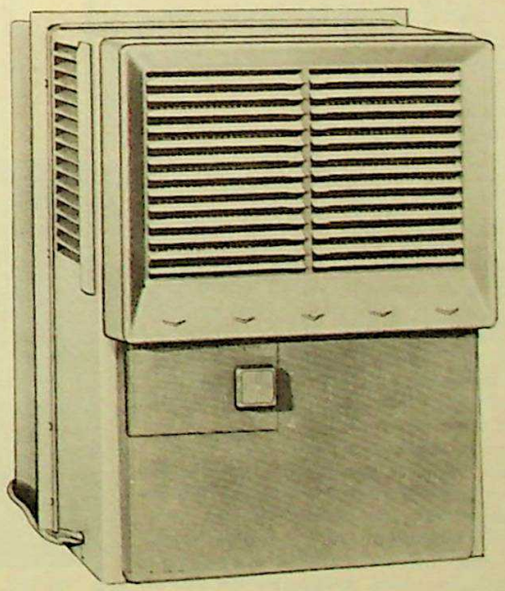
Dimensions: 17¼"h, 27¼"w, 29¼"d.



Kelvinator "Challenger"
Budget Priced
Now even the most budget-conscious families can afford the luxury of air conditioning. This big capacity unit is housed in the beautiful, compact "Thin-Style" cabinet that fits in narrow 27" width windows or thru-the-wall openings.
QUALITY FEATURES: Adjustable thermostat, simple dial controls, adjustable air directional louvers, replaceable glass fiber filter. The Kelvinator Room Air Conditioners cool, dehumidify, filter, exhaust and circulate.

RH-1041	1 HP	115 Volts	12 Amps	RETAIL **$269.95**

Dimensions: 16¾"h, 26½"w, 17¾"d.



Kelvinator Casement Type
No expensive remodeling or rebuilding of window frames in order to have air conditioned comfort in casement window homes. Installs easily and may be mounted half-in half-out or completely inside so window may be closed.
DELUXE FEATURES: Concealed push button controls, adjustable thermostat, 2 speed fan, fresh air vent, replaceable glass fiber filters.

RH-1071C	1 HP	115 Volts	7½ Amps	RETAIL **$319.95**

Dimensions: 22"h, 15½"w, 21¼"d.

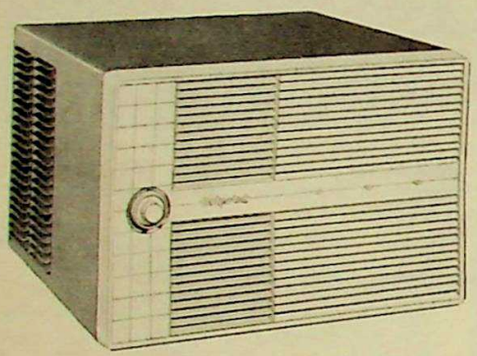
Hotpoint

Everything comes to him
who hustles while he waits.
. . . Thomas A. Edison

Wind-O-Matic

COMPACT DESIGN...

EASY TO INSTALL

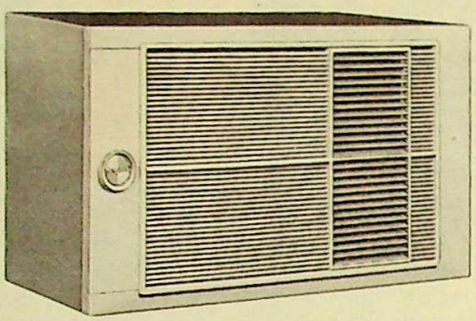


Hotpoint
"Wind-O-Slim" Room Air Conditioners
Compact design Wind-O-Slim fits even narrow windows. More important, these compact units may be installed flush to the inside window sill without taking up any floor space. Drapes can be drawn over the air conditioner when it is not in operation. Compact unit slides onto securely mounted "platform". Cold-coil is designed for faster cold conduction. Copper tubing is hydraulically expanded against aluminum fins for positive contact, better conduction. Blower forces cool, filtered air out through small louvered openings at high velocity. Air streams travel far and high out into room. These air streams spread out as they descend, giving you draft-free cooling in every corner of the room. Directional louvers turned up for normal operation. Can easily be turned down or to either side to direct cool air streams to any part of the room.
Electrostatic filter is woven so that the friction of air passing thru it creates an electrostatic charge that attracts dust, pollen, even microscopic impurities. Never needs replacing, just rinse off dirt in cold water. Automatic Thermostat turns compressor on and off automatically, to maintain coolness desired. Removable panel in front of chassis can be unscrewed and lowered to permit oiling of motor. Highly efficient fan is encircled with metal ring. Acoustical cabinet insulation assures quiet operation.

		Volts		RETAIL
7AM75	¾ HP	115	7.5 amps	**$329.95**
7AM100	1 HP	230	Flushmount	**$299.95**
7AMS100	1 HP	115	12 amps	**$299.95**
7AM150	1½ HP	230	Flushmount	**$369.95**

Dimensions - 16" h, 24½" w, 23½" d.

Sill-O-Ette

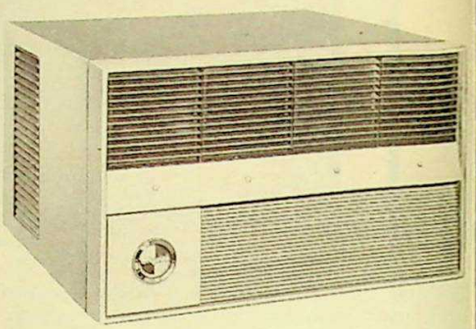


Hotpoint
"Sill-O-Ette" Room Air Conditioners
This low, thin, compact air conditioner installs easily, snugly into the window or right in the wall. Styled from a woman's point of view—designed to do a man size job. Features: 3 roll cold-coil giant cooling surface; Electrostatic filter; 3-speed impeller fan; directional louvers; thermostat control.

	HP	Volts	Amps	RETAIL
7ADS100	1	115	12	**$279.95**
7AD100	1	230		**$399.95**
	FLUSHMOUNT			
7AD150	1½	230		**$449.95**

Dimensions: 16½" h, 30¼" w, 17" d.

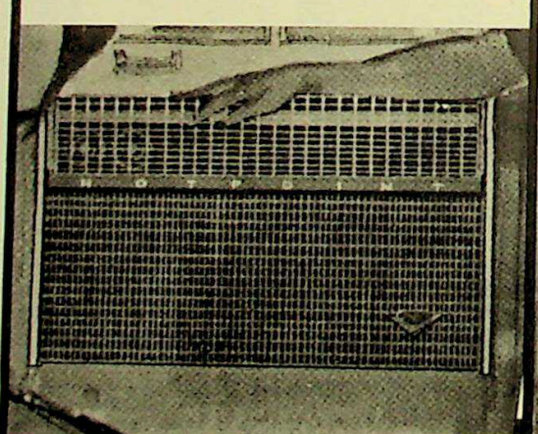
Regency



Hotpoint
"Regency" Room Air Conditioners
Most powerful air conditioner redesigned and reduced in dimensions. Can be mounted flush with window sill—drapes can be drawn over unit when not in use. Features: Aluminum fins; high velocity blower; directional louvers, Electrostatic filter; tutomatic thermostat; 3-speed blower; 2-position air changer; slide-out chassis.

7AD200 2 Hp 230 Volts RETAIL **$499.95**
Also available: casement models in ½ HP and ¾ HP.
Dimensions: 17" h, 27¼" w, 29¼" d.

Power-Plus



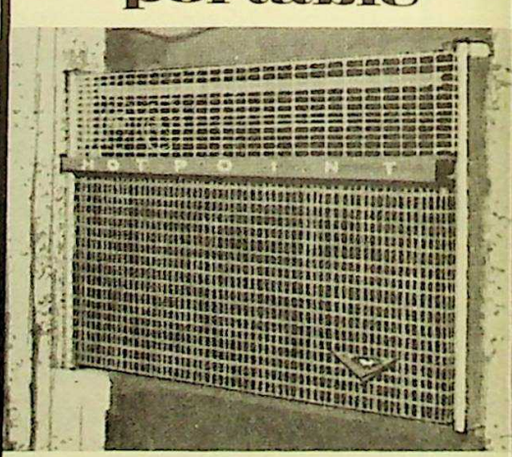
Hotpoint
"Power Plus" Home Air Conditioners
Cool comfort all through the house. Under normal conditions up to 1200 square feet (5 average rooms) provided air can move freely from room to room. Cools, ventilates, exhausts, dehumidifies and filters the air you breathe.

	HP	Volts	Amps	RETAIL
18ADL150	1½	115	12	
28AML200	2	230		
28ADL200	2	230		

Dimensions: 17" h, 24½" w, 25" d.

Power-Plus

portable



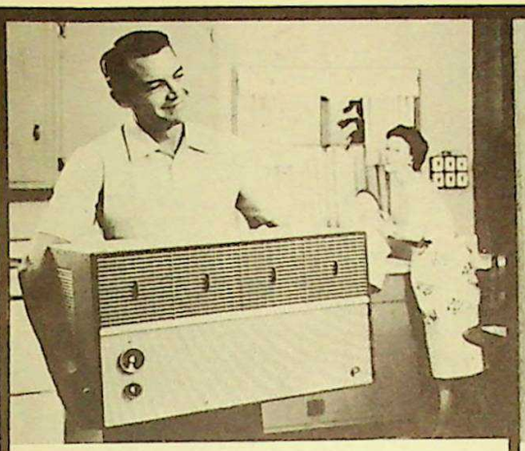
Hotpoint
"Power Plus" Portable Air Conditioners
From carton to cooling in just 5 minutes! Weighs just 98 lbs. and has built-in carrying handles—you can take it with you the day you buy it. No installation or delivery delays. Full 1 HP. rating with up to 800 BTU cooling capacity.

	HP	Volts	Amps	RETAIL
78AMP100	1	115	7½	
18AMP100	1	115	12	
28AMP100	1	230	6½	

Dimensions: 13¾" h, 22" w, 15" d.

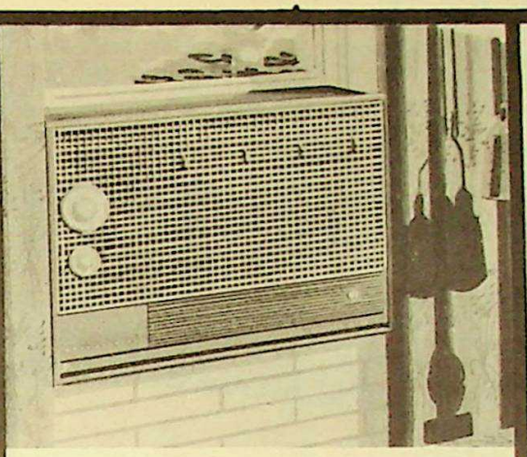
Why not go out on a limb?
Isn't that where the fruit is?
. . . Frank Scully

Westinghouse



Westinghouse "Mobilaire" Portable
Mobilaire gives you all the comforts of a conventional unit. Cools automatically, maintains cool comfort regardless of weather. Keeps room air in constant motion. Removes moisture from air, dry-cools the air for complete comfort. Can be used in damp basements as a dehumidifier.
THERMOSTAT — Adjustable type, standard equipment.
OVERLOAD PROTECTION — Automatic thermal overload devices protect fan motor and compressor against abnormal electrical conditions and overheating.
CONDENSER AND EVAPORATOR UNIT — Designed for maximum cooling. Aluminum fins mechanically bonded to copper tubing.
24" w, 14" h, 15" d.

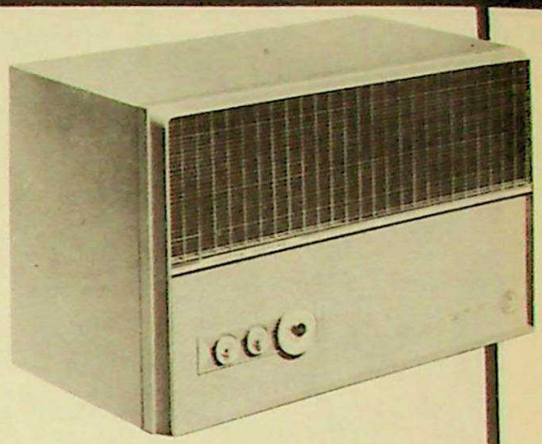
		Volts	Amps	RETAIL
SW-100M7	1 HP	115	7½	**$289.95**



Westinghouse "Streamliner" Series
Enjoy the super comfort of wall-to-wall cooling. Adjustable, directional grills let you direct air up, down, right or left. Set thermostat and forget it. Built-in control automatically maintains temperature regardless of outside weather. Deluxe model not only cools and dehumidifies, but can be set for fan — gentle circulation when cooling is not needed.

Model	HP	Volts	Amps	RETAIL
"Custom" Series				
SW-75C7	¾	115	7½	**$319.95**
SW-100C	1	115	12	**$329.95**
SW-100C2	1	230	7½	**$329.95**
"Deluxe Series				
SW-75D7	¾	115	7½	**$299.95**
SW-100D	1	115	12	**$319.95**
SW-100D2	1	230	7½	**$289.95**

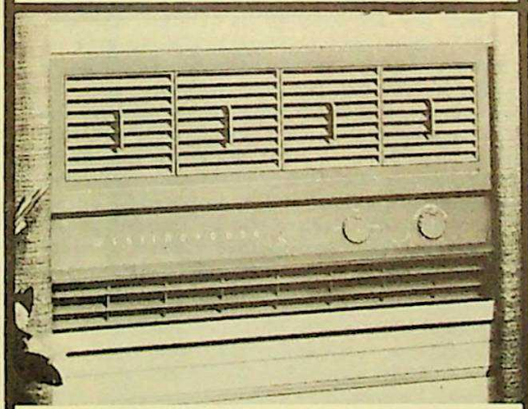
Dimensions - 19" h, 27" w, 16" d.



Westinghouse "Streamliner" Series
Power-sweep wall-to-wall cooling. Oscillating louvres spread cool air evenly, wall-to-wall, 12 times every minute. Variable speed fan provides not just two speeds, but full control of air flow from the gentlest whisper-quiet breeze to full speed for greater power.

Model	HP	Volts	Amps	RETAIL
"Custom Supreme"				
SW-100CS7	1	115	7½	**$369.95**
SW-100CS	1	115	12	**$369.95**
SW-100CS2	1	230	9	**$369.95**
SW-150CS2	1½	230	11½	**$439.95**
SW-200CS2	2	230	12	**$519.95**
"Reverse Cycle" Models				
SWAR-100CS2	1	230	9	**$439.95**
SWAR-150CS2	1½	230	11½	**$499.95**

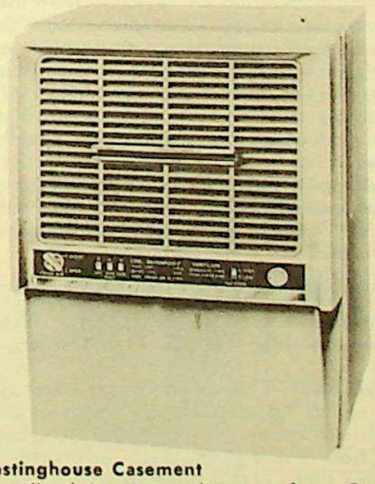
1 hp. unit: 19"h, 27"w, 17"d; 1 hp. reverse cycle, 1½ & 2 hp. units: 19"h, 27"w, 20"d.



Westinghouse "Super" Line
Enjoy super comfort of wall-to-wall cooling. Adjustable no-draft grills direct air up, down. right or left. Special Thermostat maintains cool comfort regardless of outside temperature changes. Single switch control turn to COOL for cooling and dehumidifying; turn to FAN for gentle circulation in room when cooling isn't needed. 2-speed fan provides quiet cooling setting.

Model	HP	Volts	Amps	RETAIL
RW-100S7	1	115	7½	**$299.95**
RW-100S	1	115	12	**$289.95**
RW-100S2	1	230	7	**$279.95**
RWR-100S2	1	230	7	**$319.95**
RW-150S2	1½	230	11	**$359.95**
RW-200S2	2	230	11	**$429.95**

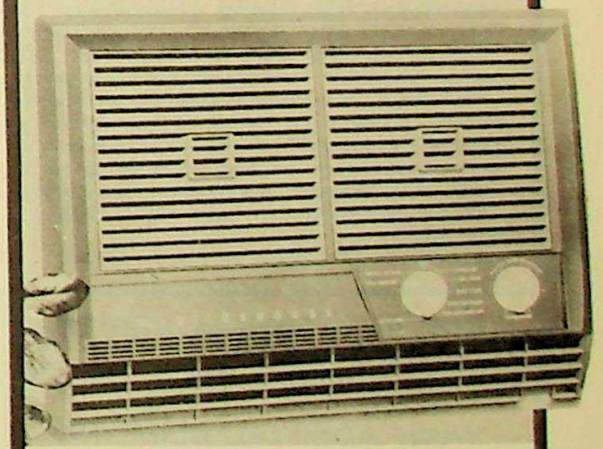
Dimensions - 15"h, 25½" w, 30" d.



Westinghouse Casement
New flexibility in cooling comfort. Press a button and bask in delight air conditioned comfort—the comfort of your choosing.
BUILT-IN-THERMOSTAT — Set it, forget it — it automatically maintains the comfort condition you select— regardless of changes in outdoor temperature.
TWIN FIBERGLASS FILTERS — Two filters remove pollen, dirt and dust from air—are easily replaced.
CONDENSER AND EVAPORATOR FANS—Each with four blade design, dynamically balanced, mounted on quiet rubber hub.

Model	HP	Volts	Amps	RETAIL
5AWC-75	¾	115	8	**$359.95**
5AWC-752	¾	230	4	**$369.95**

Dimensions - 22" h, 15½" w, 20¾" d.



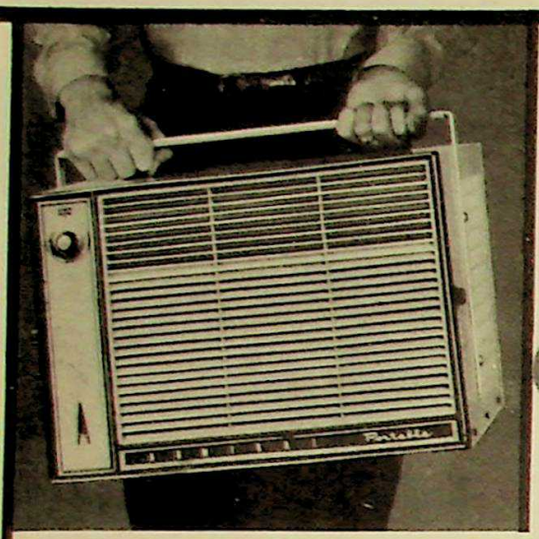
Westinghouse "Deluxe" Line
Engineered for top performance with oversize cooling coils, powerful two-speed fan motor and full width cooling. Built-in thermostat—at no extra cost. Twin adjustable no-draft grilles. True flush mount. Single dial control for 8 comfort zones. Easily installed—even in wall. No pipes, ducts or drains.
QUIET OPERATION—Accoustical cabinet insulation plus spring and rubber mounting for compressor and fan motor assures quiet operation.
OVERLOAD PROTECTION — Automatic thermal overload devices protect compressor motor and fan motor against abnormal electrical conditions.

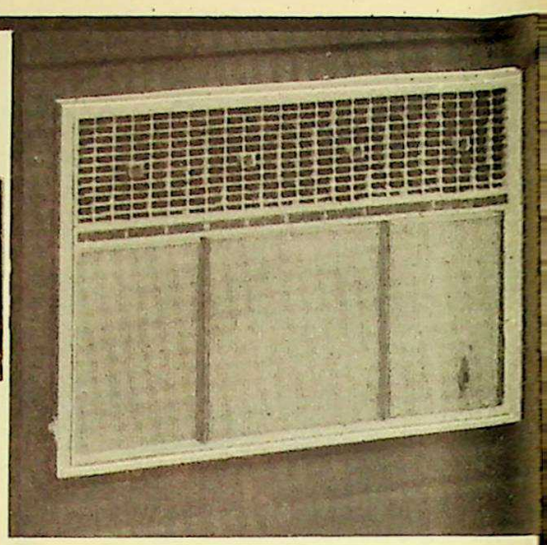
Model	HP	Volts	Amps	RETAIL
RW-150D2	1½	230	11	**$389.95**
RW-200D2	2	230	11	**$459.95**

Dimensions - 19" h, 25½" w, 31"d.

Admiral

You have to stay awake
to make your dreams come true.
. . . Anon





ENJOY GREATER COMFORT . . . HEALTHIER LIVING WITH ADMIRAL AIR CONDITIONERS

Admiral 75L7
Portable Air Conditioner
Take "front porch" coolness with you into any room of the house. New Slimline Portable Air Conditioner in lightweight cabinet can be easily installed by anyone in minutes.
Built-in "lift-up" carrying handle—expandable mounting kit fits any standard sash-type window opening from 18" wide x 13" high. Fully automatic operation, single dial weather control, full front cooling, "squirrel cage" fan, washable filter.
Plugs into any household electrical outlet. 3 position weather control dial, extra quiet vibrationless operation. Evaporates moisture outside, no drains or plumbing connections. Famous "penny-pincher" sealed power unit, permanently lubricated and sealed motor for evaporator-condenser fans. Mounts flush with window—no unsightly "overhang". RETAIL **$199.95.**

INSTALLATION IS EASIER MORE FLEXIBLE WITH ADMIRAL SLIMLINE AIR CONDITIONERS

"Do-It-Yourself" Installation

Admiral takes the expense and trouble out of air conditioner installation! A *complete* installation kit is included with each Admiral Air Conditioner *free of charge* . . . simple, easy-to-follow instructions show you how to install the unit *yourself* without special tools. Slide-Out-Chassis slips easily in and out of the handsome metal cabinet to make installation easier; install cabinet in window first — then slip chassis in cabinet and fasten in place.

Admiral Air Conditioners
"Coronet" Series
Slim 'n low—uses a minimum of window space. Cools and circulates the air. Hot room air is drawn into the air conditioner, "washed" over high-efficiency cooling coils with thousands of inches of cooling surface. Giant fan quietly circulates the air thru the directional louvers and throughout the entire room.
Gallons of moisture are removed from the air —makes hot, muggy air crisp and refreshingly dry. Extra-efficient filters with extra-large filtering area remove dirt, dust, soot and pollen from the air—relieves hay fever. Flow of air adjustable to suit your individual needs. Coronet models have reversible 180° directional louvers.

Extra-quiet operation — compressor, fan blades and all moving parts are mounted on resilient rubber mountings for vibrationless operation.
"Climate Control" with thermostat keeps your room cool—but not too cold. Automatically maintains the exact temperature you dial, no matter how high the heat and humidity outside.
Model 100S7—1 HP—Cools room areas up to 450 sq. ft. 7.5 amps—plugs into **any** outlet. Single-dial control. Reversible Air Flow louver. Full front cooling. "Squirrel cage" fan. Disposable filter. RETAIL **$319.95.**
Model 100L7—1 HP—cools room areas up to 450 sq. ft. 7.5 amps—plugs into **any** outlet. "Climate Control" and 6 push-button controls. Reversible air flow louver. Full front cooling. "Squirrel cage" fan. Permanent, washable filter. RETAIL **$339.95.**
Model 100L12—1 HP—cools areas up to 575 sq. ft. 12 amps—plugs into single outlet. "Climate Control" and 6 push-button controls. Reversible air louver. Full front cooling. "Squirrel cage" fan. Permanent filter. RETAIL **$359.95.**
Model 100L23—1 HP—cools rooms up to 575 sq. ft. 230 v. operation. "Climate Control" and 6 push-button controls. Reversible air flow louver. Full front cooling. "Squirrel cage" fan. Permanent, washable filter. RETAIL **$369.95.**

Admiral Air Conditioner
"Regency" Series
Designed for high capacity, multi-room cooling. Cools room areas from 750 to 1100 sq. ft. 2 HP air conditioner cools an entire house. Hot room air is drawn into the air conditioner, "washed" over coolng coils and giant fan quietly circulates the air through the directional louvers and throughout the entire room. Gallons of moisture are removed from the air each day and extra-efficient filters with special coating and extra-large filtering area remove dirt, dust, soot and pollen from the air —a blessing for hay fever sufferers.
You can adjust the flow of air to best suit your needs—eliminate uncomfortable and cold-causing drafts. 4 360° directional louvers on Regency models are individually controlled. All moving parts of the air conditioner are mounted on resilient rubber mountings for quiet, vibrationless operation. Room temperature is maintained at the exact cool comfortable temperature you dial—automatically.

Model 150S12—1½ HP—cools room areas up to 750 sq. ft. 12 amps—plugs into single outlet. "Hideaway Control Panel"—single-dial control. 4—360° air louvers. Disposable filter. (20" h x 26¼" w x 16¾" d.) RETAIL **$399.95.**

Model 150L12—1½ HP—cools room areas up to 750 sq. ft. 12 amps—plugs into single outlet. "Hideaway Control Panel"—"Climate Control" and 6 buttons. 4—360° louvers. Permanent Filter. (20" h x 26¼" w x 16¾" d.) RETAIL **$429.95.**

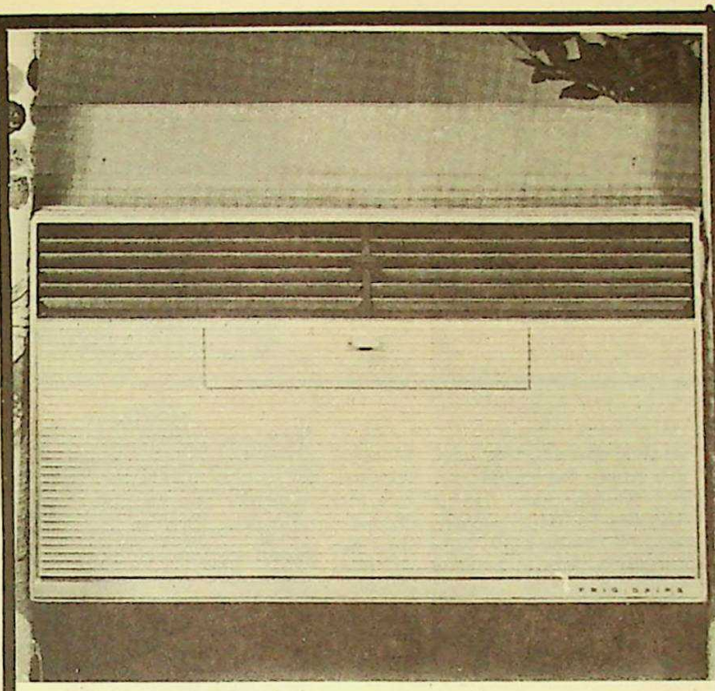
Model 150L23—1½ HP—cools room areas up to 950 sq. ft. 230 v. "Hideaway Control Panel" —"Climate Control" and 6 buttons. 4—360° air louvers. "Squirrel cage" fan. Permanent filter. (20" h x 26¼" w x 20⅜" d.) RETAIL **$409.95.**

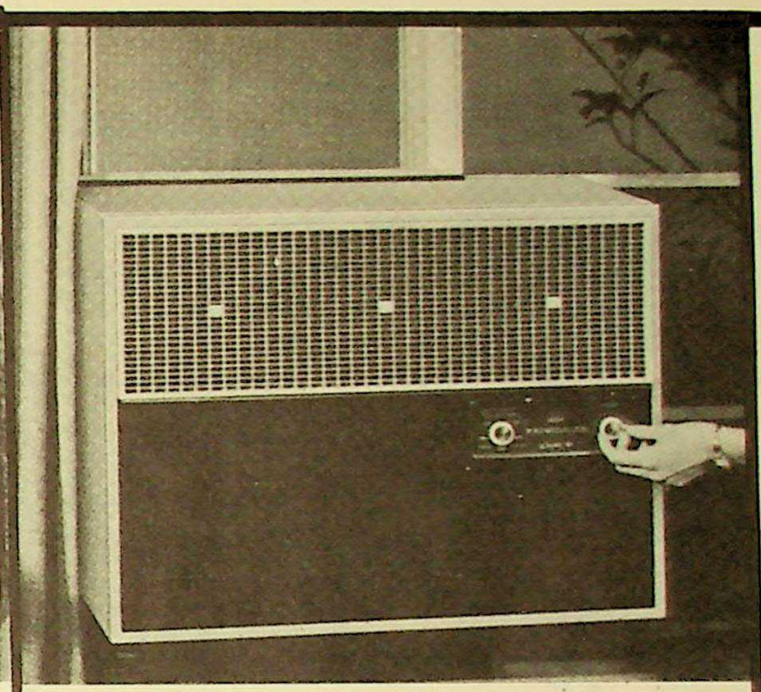
Model 200L23—2 HP—cools areas up to 1100 sq. ft.—**an entire house.** 230 v. operation. "Hideaway Control Panel"—"Climate Control" and 6 push buttons. 4—360° air louvers. "Squirrel Cage" fan. Permanent, washable filter. (20" h x 26½" w x 20⅜" d.) RETAIL **$479.95.**

Learning is like rowing upstream;
not to advance is to drop.

. . . Chinese Proverb

FRIGIDAIRE





Frigidaire "Imperial"
Room Air Conditioners

Now you can enjoy real air conditioned comfort in any room —in every room. New Frigidaire Room Conditioners with dry-cooling beat the heat—and stop, once and for all, the stifling humidity that saps your vitality and makes you so sticky, soggy and uncomfortable. Husky, handsome Frigidaire "horizontal" models are only 17" high, leaving more "see-out, light-in" window area. Draft-free comfort to every corner with positive 3-way air control.

Three-way air control blankets the room with dry-cool comfort —no drafts—no warm spots. Air doesn't short-circuit back into the unit. Powerful two-speed fan quietly directs air where you want it. Select the climate you want with just a flick of the finger. Pick temperature you want, set the thermostat and forget it. Thick fibrous glass filter covers entire air intake area. Living is healthier. housework easier as air-borne pollens, lint and dust are trapped by inexpensive, replaceable type filter.

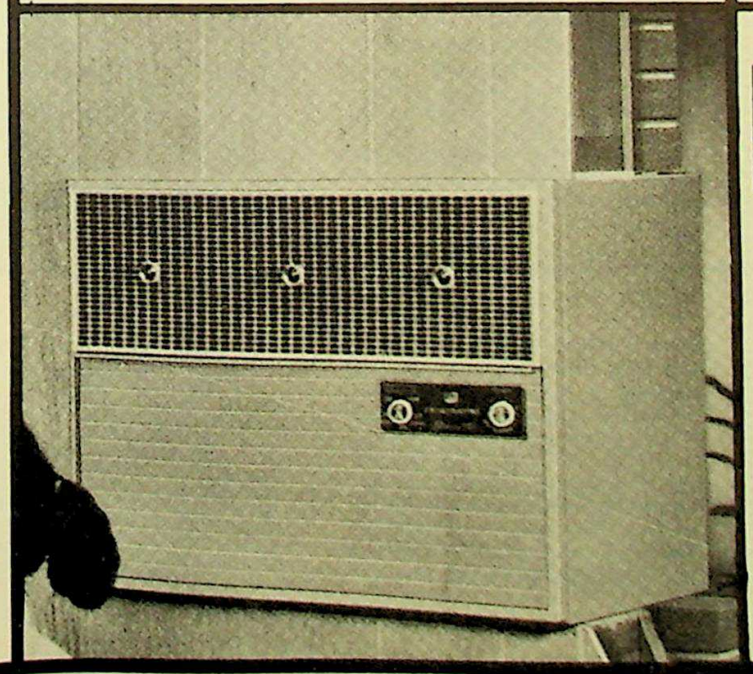
AI-100-58	1 HP	208/230 v	7.1/5.8 amps	RETAIL **$324.95**
AI-150-88	1½ HP	208/230 v	10.8/10 amps	RETAIL **$389.95.**
AI-200-58	2 HP	208/230 v	12 amps	RETAIL **$445.95.**

Frigidaire "Super"
Room Air Conditioners

Trim, compact Frigidaire "vertical" models fit beautifully into windows or walls, with minimum overhang inside or out. Full-size heavy-duty filter scrubs the air you breathe. Thick fibrous glass filter covers entire air intake area. Living is healthier as air-borne pollens, lint and dust are trapped by the inexpensive, replaceable type filter. Pick the temperature you want, set the thermostat and forget it. Turn the Comfort Selector to "high Cool" for full cooling power or "low cool" for hushed nighttime operation.

Draft-free comfort to every corner with positive 3 way air control. Powerful two-speed fan quietly directs air where you want it. All-weather galvanized-Bonderized steel cabinet is designed for easy mounting. Unit can be slipped in and out of the housing like a well-fitting drawer. Because all metal parts exposed to the weather are rust-resistant galvanized steel or anodized aluminum, your new Frigidaire shrugs off sun, salt spray, rain and snow. It's built better to last longer.

AS-100-58 1 HP 208/230 v 6.7/5:6 amps RETAIL **$269.95.**



Cabinet Dimensions (Inches)

	AS-100-58	AI-100-58	AI-150-58	AI-200-58
Width	25	25	26	26
Depth	15¾	15¾	37⅛	37⅛
Height	20⅛	20⅛	16⅞	16⅞

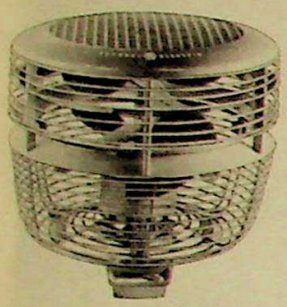
SIMPLE THRU-THE-WALL INSTALLATION

All Frigidaire Room Conditioners are designed for easy installation in any outside wall. Attractive interior trim available to frame "vertical" models. Lower front panel may be custom-decorated with "spray-on" color as shown.

GENERAL ELECTRIC

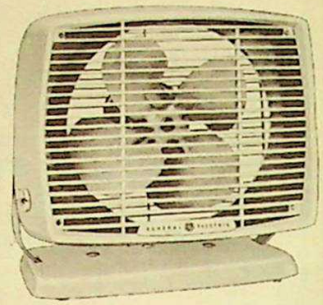
The measure of a man's life is the well-spending of it, and not the length.

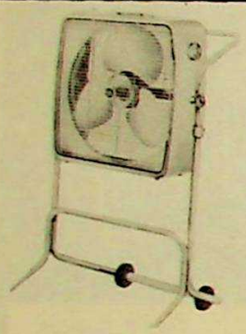
. . . Plutarch



General Electric F-3
Floor Circulator
Two fans in one for whole room cooling. Circulates air throughout the room. 3 speeds. Handsomely styled for home or office. Safety design. Blades mounted on patented rubber hub. No radio or TV interference. Doubles for a seat, hassock or coffee table. 16½" d, 15¾" h. RETAIL **$59.95.**

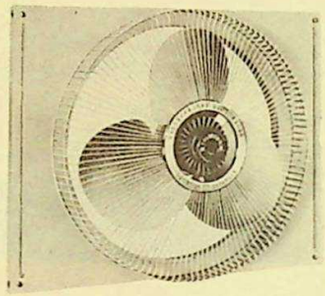
General Electric A-2
All-Purpose Fan
May be used as a window fan, table fan, floor fan or wall fan. Handy push-button switch provides mild or brisk breeze. Sturdy cabinet designed for easy carrying, modern case in egg-shell white and frost grey, 3 speeds. Safety designed. 14" h, 14½" w, 8¼" d. RETAIL **$29.95.**

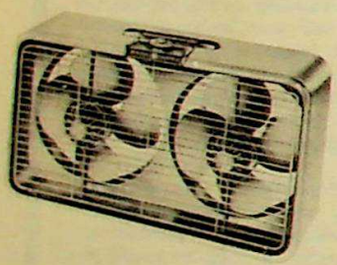




General Electric P3
20" Roll-Around Fan
A powerful 20" fan mounted on an attractive stand that will roll easily from room to room. adjusts to any height from 46" to 62". Use to exhaust hot, stale air or to bring in cool fresh outside air. Tilts to any angle, 3 speed control. Rain cannot damage motor. 25" w, 7" d. RETAIL **$59.95.**

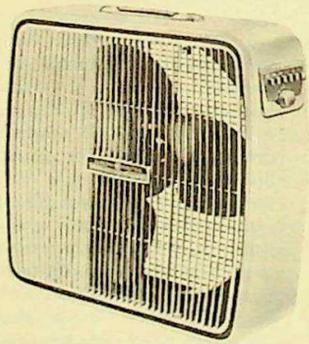
General Electric W-9
Electrically Reversible
20" Window Fan
Provides constant comfort with automatic thermostatic control, 3 speeds for intake, 3 speeds for exhaust, electrically reversible with pushbutton control. 23¾" h, 23½" w, 7" d. RETAIL **$44.95.**
W-8 less electrical reverse features **$34.95.**

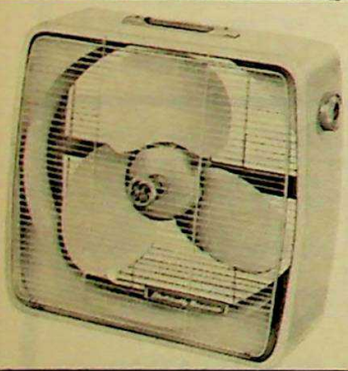




General Electric W-10
Electrically Reversible
20" Deluxe Portable Fan
This attractive powerful fan can be used as a window fan or carried anywhere in the house to use as a circulating fan, 3 speeds each way, attractive design. Electrically reversible. Quiet — motor and blade mounted on rubber, snap-out grill guards. 23¾" h, 23½" w, 7" d. RETAIL **$69.95.**

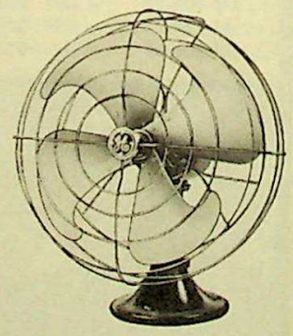
General Electric T-4
Electrically Reversible
Portable Twin Fan
Round-the-clock comfort with thermostat control, 3 speeds each way, portable and reversible. When temperature rises, fan turns "on". when temperature drops fan turns "off", snap-out grill guards for easy cleaning. 16¾" h, 27½" w, 7½" d. RETAIL **$59.95.**

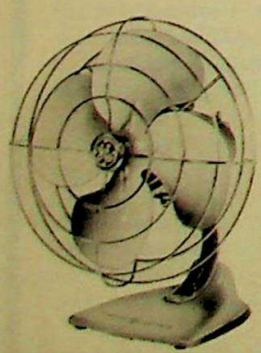




General Electric W-7
20" Portable Fan
This attractive, powerful window fan can cool rooms by drawing hot, stale air and pulling in cool, fresh air. 3 speeds. Electrically reversible even at full speed. 23½" h, 7½" d. RETAIL **$39.95.**
W-3 20" Electrically reversible window fan **$44.95.**
W-6 less Electrical Reverse feature **$29.95.**

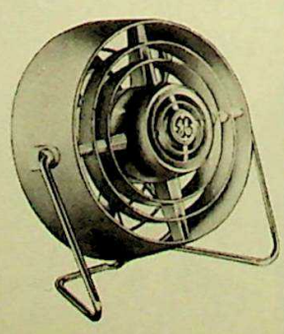
General Electric V-164
Heavy Duty
16½" Oscillating Fan
With patented extra powerful "Vortalex" blades, heavy duty motor with self-aligning porous bronze bearings. Thumb nut for multi-position cooling, oscillating arc adjustable to 90, 67 or 45 degrees. Felt base, holes for wall mounting. 19" w, 21" h, 11½" d. RETAIL **$54.95.**





General Electric S-125
12" Oscillating Fan
Fan for home or office, on table, desk or floor. Oscillating or not—at the turn of a knob. Quiet motor mounted on patented rubber hub, handy bracket for wall mounting. Stable, durable steel base, easy wing-nut tilt adjustment. 14" w, 16½" h, 11½" d. RETAIL **$29.95.**
S-107 10" model **$17.95.**

General Electric N-1
Low Cost Utility Fan
Inexpensive, handy and efficient, can be placed anywhere, and tilted to aim a powerful cooling breeze just where you need it. Rugged plastic case with sturdy "no-tip" base, small compact—an ideal travel fan, can be hung on the wall. Sealed oil system. 10" h, 9" w, 4½" d. RETAIL **$5.95.**

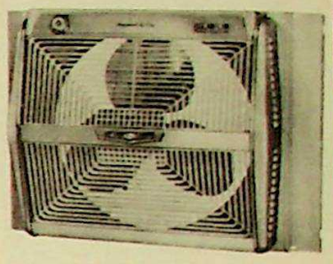


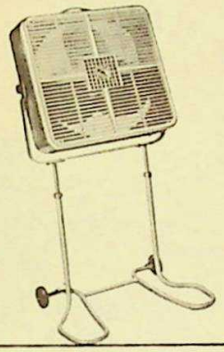
Action may not always bring happiness;
but there is no happiness without action.
. . . Benjamin Disraeli

Berns Air King

Berns RTP20
"Deluxe" All Purpose
20" Window Fan
A fan for every purpose with adjustable panels for window use. Rubber feet for table or desk. 3 speeds, electrically reversible, push button controls, automatic thermostat. Beige. 20" blade. RETAIL **$69.95.**
RTP22 same with 22" blade. **$79.95.**

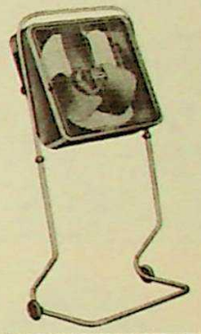
Berns AV20PN
"Imperial Deluxe"
20" Window Fan
6 speed push button controls, 3 for exhaust and 3 for intake, electrically reversible, automatic thermostat maintains temperature desired, adjustable side panels for window use, new diffuser louvers, heavy duty motor. Beige, 20" blade. RETAIL **$69.95.**

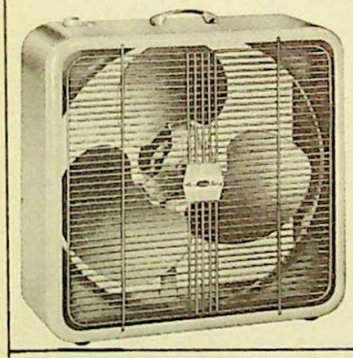




Berns FM 20
"Deluxe"
20" Mobile Fan
Fan rolls on wheels from room to room, full 180° tilt adjustment, 3 speed push button control, can be used for exhaust or intake, new "dual-diffuser" louvers for wall to wall—floor to ceiling cooling, two 4" rubber wheels. Beige, 20" blade. RETAIL **$69.95.**

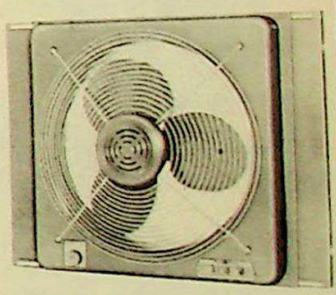
Berns EM20
"Economy"
20" Mobile Fan
Wheels from room to room without effort, full 180° tilt adjustment, 3 speed control, can be used for intake or exhaust, easily removed safety grills, stand can be raised or lowered to reach practically any window. 20" blade. RETAIL **$49.95.**

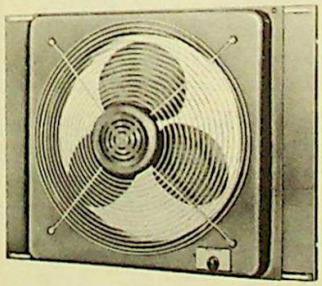




Berns RA14
"Multi-Purpose"
14" Window Fan
An outstanding economy fan, portable with handle for easy carrying, 3 speed controls, manually reversible in seconds, safety snap-out grills for easy cleaning. Beige, 14" blade. RETAIL **$29.95.**
RA20 with 20" blade **$39.95.**

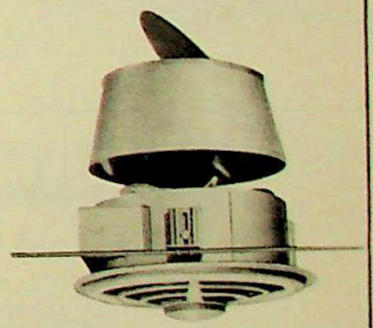
Berns SQ20PB
"Economy"
20" Window Fan
In minutes you can enjoy clean, cool fresh air, thermostat control to maintain proper temperature, electrically reversible, push button control of 3 speeds, wafer-thin mounts practically flush with window. Blue and ivory, 20" blade. RETAIL **$49.95.**

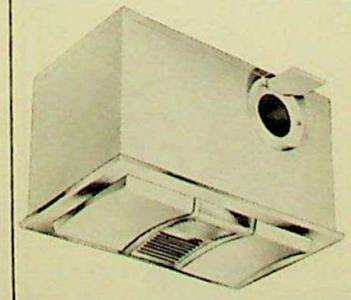




Berns SQ20E
"Economy"
20" Window Fan
Provides no-draft ventilation, electrically reversible, 2 speeds for rapid cooling, safety grill, wafer-thin mounts practically flush with window, whisper quiet for nighttime operation, rotary switch. Blue and ivory. 20" blade. RETAIL **$39.95.**

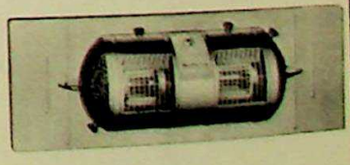
Berns TC8
Thru-Ceiling Fans
Exhaust thru ceiling for economical installation, operates from single or 3 speed wall switch, easily removable motor and blade. White, 8" blade. RET. **$20.00.** Chrome **$20.95.**
White with 10" blade **$28.50.**
Chrome with 10" blade **$29.50.**





Berns BF6L
Bathroom Ceiling Fan and Light
Beautifully stlyed efficient fan-light unit does two important jobs, provides overall illumination and circulates clean fresh air, self-closing exhaust door prevents back draft, horizontal or vertical exhaust, concave diffuser lenses, chrome finish. 6" blower blade. RETAIL **$37.00.**

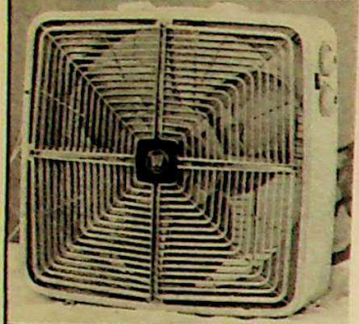
Berns 2838
Pure-Air Selector
New type reversible window fan with 4-way action that filters air of dirt, dust, pollen and other impurities, powerful dual blower wheels, 3 speeds, controlled direction of air flow, removable twin filters easy to replace, use for intake and exhaust. Beige. **RETAIL $49.95.**



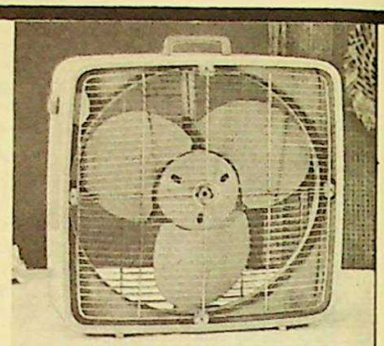
Westinghouse

The smallest good deed is better than the grandest good intention.

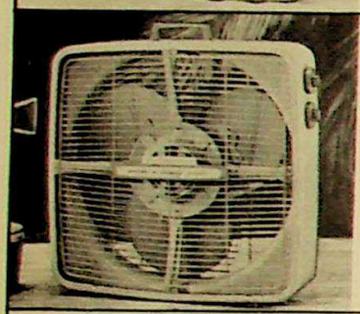
. . . Gaspard Dughet



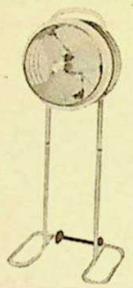
Westinghouse AC-4030
Automatic Convertible
20" Fan—3 Speed
Automatic thermostat, electrically reversible, convertible 4 ways, vibration free, capacitor motor, rubber pads, twin side controls, sash handle, indicator light. RETAIL **$64.95.**
CD-3520 — Deluxe convertible 20" fan with 2 speeds **$49.95.**



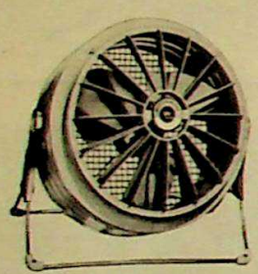
Westinghouse CS-3523
Special Convertible
20" Fan — 2 Speed
Reversible, portable and powerful, use it as window exhaust fan or intake fan, circulation cooling, powerful motor, vibration free precision-balanced blades and motor, chrome grilles front and back. RETAIL **$39.95.** With adjustable side panels **$46.90.**



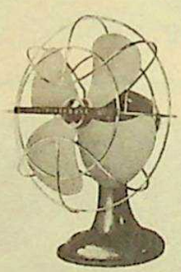
Westinghouse AWF-3530
Automatic Window Fan
20" Fan — 3 Speeds
Electrically reversible 3 speeds in each direction, automatic thermostat turns fan on when hot, off when cool, permanently attached adjustable panel, capacitor motor, vibration free, conveniently located twin front controls. RETAIL **$49.95.**



Westinghouse MA-4021
"Mobilaire" 2 Speed
17" Fan on Pedestal
Cools around the clock, rolls anywhere from room to room, speed control, whisper quiet, chrome mesh safety grille front and back, adjustable height. RETAIL **$69.95.**
DMA-4021—Deluxe 2 speed 17" fan with 360° adjustment **$79.95.**

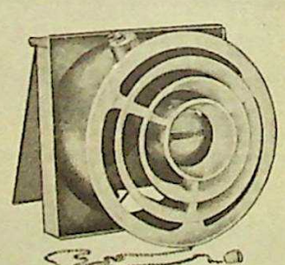


Westinghouse R-2022
"Riviera"
10" Fan — 2 Speed
Air injector rings increase air-moving capacity, air-jet vanes, high and low speeds, exclusive safety blades, whisper-quiet no radio or TV interference, smartly styled. RETAIL **$42.95.**
R-1020—8" fan, 2 speeds **$29.95.**
R-4521—17" fan, 2 speeds **$64.95.**



Westinghouse 10LA4
10" Oscillating Fan
Streamlined construction and modern styling, chrome guard for extra safety, Hemcolite S-R blade, oscillation arc from zero to 75° whisper-quiet, easily wall-mounted for out-of-the-way convenience, felt padded base. 1 speed RETAIL **$18.95.** 12" fan with 2 speed **$29.95.** 16" fan 3 speed **$49.95.**

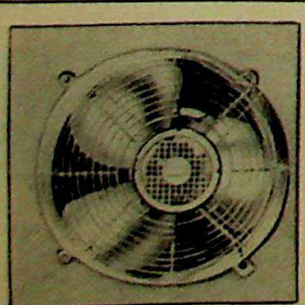
Westinghouse WF-911
10" Window Ventilator
Snap in one way as exhaust, snap in the other way as intake, snap out it's a room cooler, powerful, perfectly balanced blades and motor, Hemcolite S-R blades, no TV or radio interference, expansion panel easily mounted in any standard window, 1 speed. 11¾" h, 11¾" w, 8⅞" d. RETAIL **$29.95.**



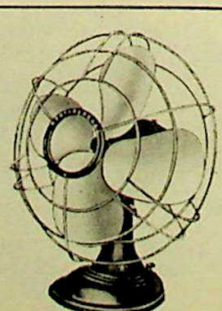
Westinghouse WV410
10" Built-In Ventilator
Efficient and effective for kitchen, bath and laundry, powerful exhaust changes air every two minutes, Hemcolite S-R blades are perfectly balanced, no TV or radio interference, moisture-proof motor air-injector grill and fan are easily removed for cleaning, single pull chain. RETAIL **$49.95.**

Westinghouse WAP-10021
"Whirlaire"
20" Fan on Pedestal
Greater air delivery, patented air-injector rings increase air moving capacity, air-jet vanes increase air penetration, 360° tilt, Micarta blades scientifically balanced, powerful induction-type motor, two-speed switch. RETAIL **$149.95.** With 17" fan **$109.95.**

Westinghouse MA-6020
"Super Mobilaire"
The super-fan on wheels, tremendous power circulation cools large areas, exhausts hot stale inside air, draws in cool, fresh outside air, easy to wheel about, exclusive Micarta safety blades wire-mesh enclosed for full protection, whisper-quiet, 17" blade 2 speeds. RETAIL **$119.95.**



Westinghouse EF-2510
20" Economy Exhaust Fan
Exhausts hot, humid inside air draws in cool, fresh outside air thru other open windows, perfect for attic ventilation, no annoying hum or vibration, no radio or TV interference, no switch—provided with junction box for easy electrical connection. RETAIL **$54.95.** With 16" fan **$39.95.**



Westinghouse PA-1230
12" Poweraire Fan
Install it anywhere to cool any section of room or office effectively comfortably. Oscilating, desk-bracket type, three-speed, snap-type switch, deep-pitched ultra quiet blades, easily adjustable for wall mounting, powerful motor, no radio or TV interference. RETAIL **$50.00.**

My interest is in the future because
I'm going to spend the rest of my life there.
. . . Charles F. Kettering

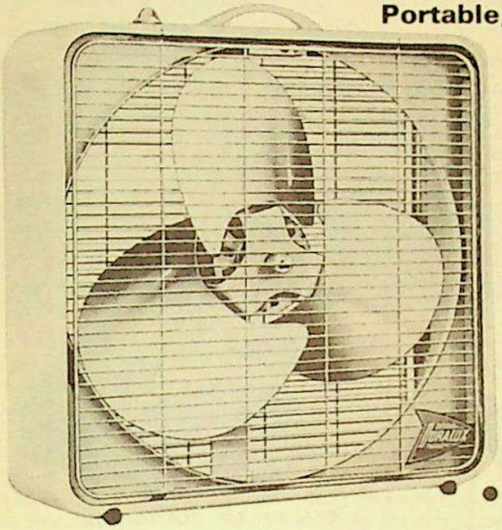
Duralux

DURALUX Westinghouse POWERED FANS

Portable, Dependable HOME COOLERS

Westinghouse MOTOR Guaranteed for 5 YEARS

for: WINDOW, FLOOR or PORTABLE USE!



20-INCH . . . 6-SPEED
Electrically Reversible
HOME COOLER

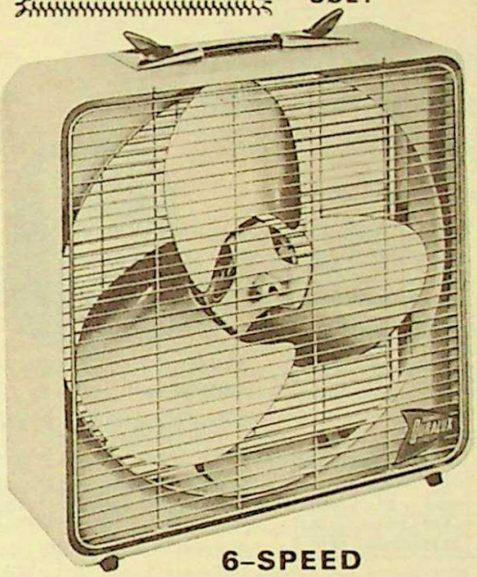
Whirls refreshing cool air over large area in seconds. Smart, slim-trim design. Finished in frost-blue baked-on enamel and chromed steel grilles. Powered by Westinghouse interference-free motor with split capacitor. Instantly reversed electrically. 6-Speeds: 3 cool air circulation speeds, 3 air exhaust speeds. Up to 4400 CFM.

No. 1658 Retail $49.95

20-INCH . . . 2-SPEED
HOME COOLER

King size economy cooler. Cool air circulation or exhaust action provided by simply turning unit around. Frost-blue baked-on enamel finish with chromed steel grilles. Westinghouse 2-Speed interference-free shaded pole motor. Up to 4400 CFM.

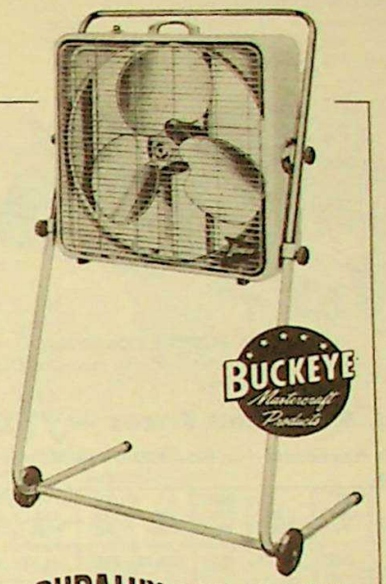
No. 1656 Retail $39.95



6-SPEED
Thermostat Control
Electrically Reversible
HOME COOLER

For big volume air movement. Easily removed from window to stand anywhere. Perfect home or office cooler. Slim-trim, modern design with frost-blue baked-on enamel finish. Thermostat control automatically turns fan off or on to maintain desired cool temperature day and night. Powered by Westinghouse split capacitor, electrically reversible, interference free, induction type motor with slotted rotor for quiet operation, 6-Speeds: 3-Speed cool air circulation, 3-speed air exhaust. Instantly reversible even while running at top speed. Up to 4400 CFM.

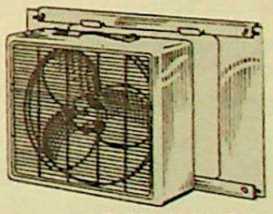
No. 1657 Retail $54.95



DURALUX AIR-CART

Adjustable knobs tilt fan to any angle-hold fan 32" to 48" above floor level. Wheels cool comfort wherever wanted. Rolls freely-easily over any surface without marking. All-Steel frost-blue baked-on enamel finish. (For model No. 1656 only.)

No. 5056 Retail $9.95



COMBINATION HANGING AND WINDOW PANELS

Durable mounting unit fits all models and adjusts to fit windows 28 to 40 inches wide. Quickly-easily installed. Holds fan firmly without vibration.

No. 5057 Retail $3.95

DURALUX AIR COOLERS for NIGHT and DAY COMFORT!

10-Inch WINDOW FAN

- *Adjustable*
- *Expands to 34-Inches*
- *Reversible*

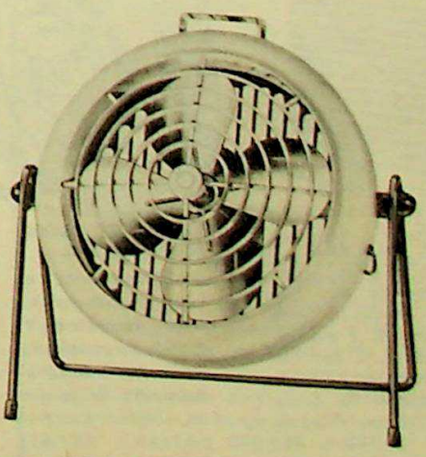
Whirls a refreshing breeze or blows out stagnant air or cooking odors at whirlwind speed. New type shaded pole motor never needs lubrication – interference free, runs whisper quiet. Circulates 1000 CFM of cool air. Operates on 110-120 volt AC only. Full 10" deep-pitch aluminum blade. Self contained steel housing finished in frost-blue baked-on enamel.

No. 1650 Retail $19.95

3 in 1 ALL-PURPOSE FAN

Light enough to carry anywhere, blows cool comfort from any direction. New type shaded pole motor never needs lubrication – interference free, runs whisper quiet. Circulates 1000 CFM of cool air. Operates on 110-120 volt AC only. Full 10" deep-pitch aluminum blade. Smart, modern design-finished in frost-blue baked-on enamel.

No. 1660 Retail $19.95

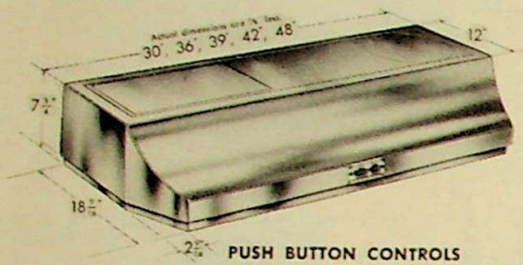


RANGE HOODS
KITCHEN FANS

Broan

BATHROOM FANS
BATHROOM HEATERS

REMOVABLE—REVERSIBLE TOP
Broan provides a rectangular and circular knockout in top plate so top can be removed and reversed to adapt to right or left installation of fan.



All Broan fans and heaters carry a five year guarantee. This guarantee is backed by a company with nearly 30 years in business.

PUSH BUTTON CONTROLS
High, Low, Off, for fan. On, Off, for twin lights. Factory prewired.

Finishes, Sizes and Prices — Hoods

Hoods with knockouts for No. 300 Twin-Blower and No. 451 or 872 Ceiling Fan.

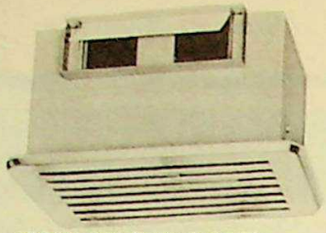
Finish	30" Size No.	List Price	36" Size No.	List Price	39" Size No.	List Price	42" Size No.	List Price	48" Size No.	List Price
Coppertone*-plain border	3002	37.40	3602	39.40	3902	41.40	4202	41.40	4802	43.40
Coppertone*-scalloped	3003	39.00	3603	41.40	3903	43.40	4203	43.40	4803	46.00
Stainless Steel	3004	49.00	3604	54.00	3904	56.50	4204	59.00	4804	64.00

*Grilles of both fan and blower units illustrated on back page available in matching Coppertone finish.

Splash Plates

NOTE: All Splash Plates are 22" high.

Finish	30" Wide No.	List Price	36" Wide No.	List Price	39" Wide No.	List Price	42" Wide No.	List Price	48" Wide No.	List Price
Coppertone	SP3002	13.20	SP3602	15.20	SP3902	16.80	SP4202	18.30	SP4802	21.50
Stainless Steel	SP3004	19.50	SP3604	21.40	SP3904	23.10	SP4204	24.60	SP4804	28.60

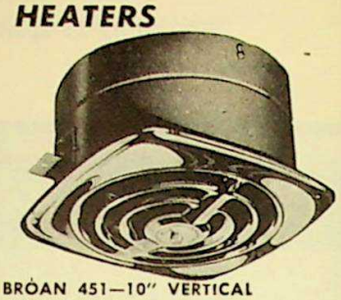


BROAN 300 TWIN BLOWER

Horizontal or Vertical discharge duct collar. 8" x 8" x 14" Housing, 10½" x 16½" anodized grille. 400 c.f.m. without filter, 325 c.f.m. with filter.

300 Twin Blower .....RETAIL **$36.70**

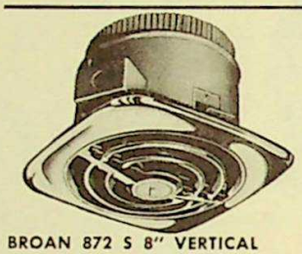
302 Filter .....RETAIL **$ 3.20**



BROAN 451—10" VERTICAL CEILING FAN

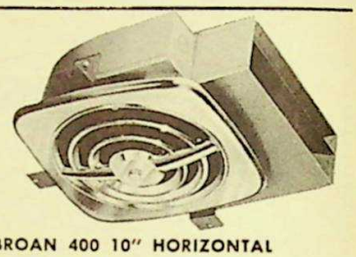
10" fan blade, 550 c.f.m., Stainless steel grille 11⅜" x 11⅜", Housing 10⅝" round, 6" high. Built-In back draft damper. Use No. 452 reducer for 8" round duct or **453** reducer for 3¼" x 10" duct.

451 fan .....RETAIL **$28.95**
452 reducer .....RETAIL **$ 3.30**
453 reducer .....RETAIL **$ 3.30**



BROAN 872 S 8" VERTICAL CEILING FAN

8" fan blade, 450 c.f.m., Stainless steel grille 11⅜" x 11⅜", Housing 8¼" round, 7" high, with reducer to 8" round duct and built-in back draft damper. RETAIL **$24.80.**

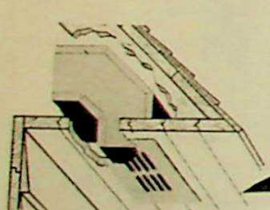


BROAN 400 10" HORIZONTAL CEILING FAN

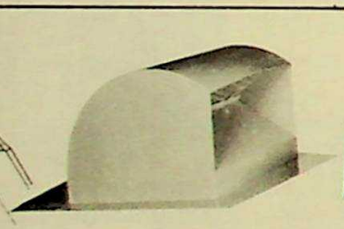
10" fan blade, 400 c.f.m. through 8 feet of 3¼" x 10" duct. Use in ceiling or 2" x 4" stud sidewall. Use with below fittings. RETAIL **$34.70.**

860S 8" ceiling fan, 350 c.f.m., similar design to model 400. **$26.30.**

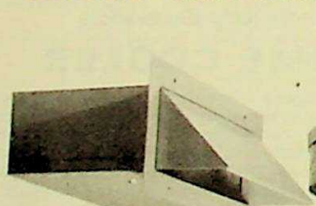
CEILING FAN FITTINGS



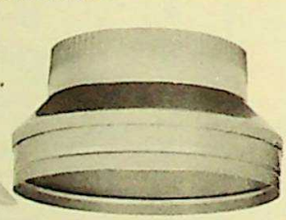
BROAN 430 EAVE ELBOW
Has back draft damper and grille for under eave. Will accommodate 3¼" x 10" duct. RETAIL **$5.40.**



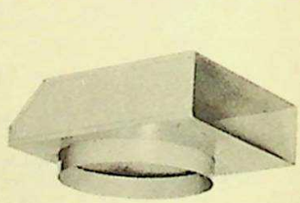
BROAN 435 ROOF JACK
Has back draft damper and bird screen. Intake will accommodate any duct size up to and including 10" x 10" RETAIL **$9.20.**



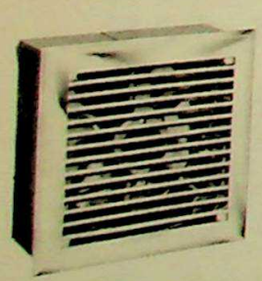
BROAN 440 WALL CAP
Has back draft damper and outside rain hood. Will accommodate 3¼" x 10" duct. RETAIL **$4.50.**



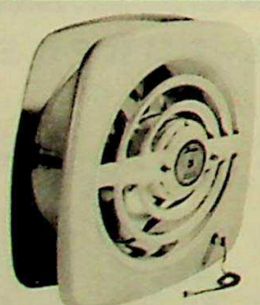
BROAN 452 REDUCER
Reducer to 8" round. To be used with No. 451 fan. RETAIL **$3.30.**



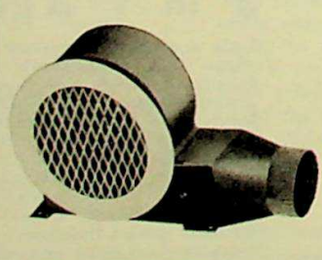
BROAN 873 ADAPTER
Adapter for horizontal discharge. To be used with No. 452 reducer or with No. 872 S fans. RETAIL **$3.60.**



BROAN 11C 10" MOTORDOR WALL FAN
10" fan, 600 c.f.m., completely automatic wall fan. Outer door insulated. Wall switch controlled. 2 motors, 1 for ran door, 1 for fan blade. Housing 12¼" x 12¼", adjustable for walls 6" to 10" deep. Chrome grille 13¼" x 13¼". RETAIL **$52.05.**



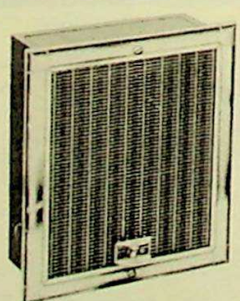
BROAN 700 ROOM TO ROOM FAN
Designed to move air from room to another. Housing 9" round, adjustable for walls 2½" to 5¼" deep. All white finish, with built-in switch. RETAIL **$19.95.**



BROAN 600 BATHROOM FAN
Installs in 2" x 4" sidewall or ceiling. Usese 3" round duct to No. 640 wall cap. Air delivery 100 c.f.m.

600 Fan.....RETAIL **$19.25**

640 Wall Cap .....
RETAIL **$ 2.50**



BATHROOM HEATERS
Fan type, recessed into wall. 1500 Watts, 5000 B.T.U. Wall box 10¼" wide, 13" high; Grille nickel plated, 12" wide, 14" high. Two models, switch control or thermostat control. RETAIL
U-15 Switch con...**$30.20**
TU-15 Therm. con...**$40.10**

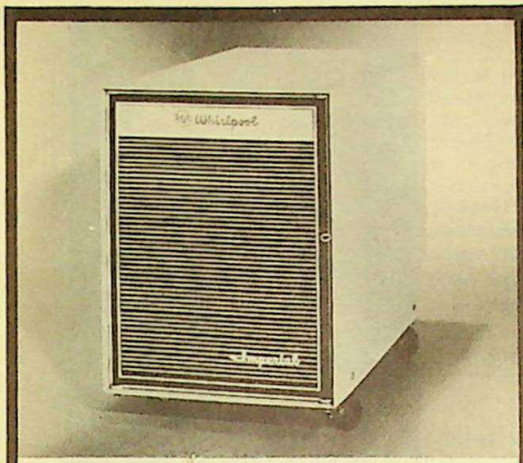
THREE SPEED CONTROLS
Broan fans can be wired to 3 speed switches as follows: (No. 50 switch requires 2 gang deep box. All others single gang deep)

RETAIL
50 Switch for 11C fan.....**$7.95**
51 Switch for 451 fan.....**$7.50**
52 Switch for 300 and 400 fan **$7.50**
59 Timer Switch—All Fans.....**$7.95**

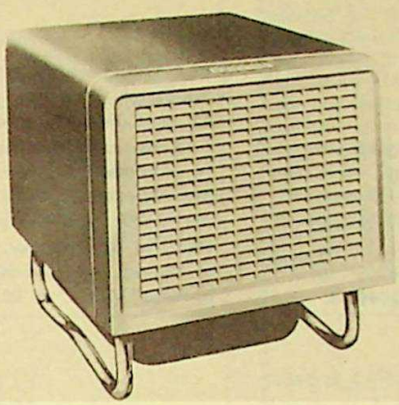
Note: For a complete catalog on Broan products write requesting Bulletin 581.

No man is fit to command another
that cannot command himself.
. . . William Penn

KELVINATOR - FEDDERS - BERNS AIR KING
RCA WHIRLPOOL - WESTINGHOUSE

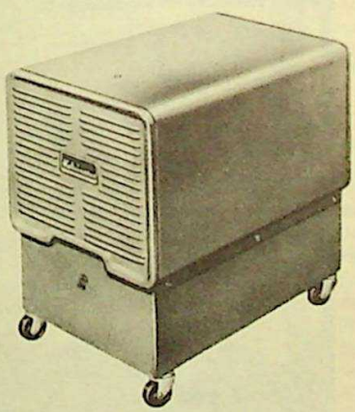


RCA Whirlpool/ADI-810
"Imperial" Electric Dehumidifier
Now, enjoy drier air anywhere . . . automatically. Here's sure, low-cost protection against moisture damage in your basement, living room, bedroom, in any room in your home. It protects clothing and furs from mildew and moisture-rotting . . . furniture from warping . . . tools and equipment from rust and corrosion. Beautiful styling fits anywhere in your home. Removes up to 26 pints of moisture from the air in 24 hours. Provides adequate humidity control in closed areas as large as 12,000 cu. ft. Uses little more current than a large light bulb. Easy rolling swivel casters permit moving from room to room. It takes less than two square feet of floor space. 8 ft. cord plugs into any convenient 115-volt adequately wired electrical outlet. No installation required. 12" w, 17½" h, 20½" lg. Desert Sand cabinet. RETAIL **$149.95.**

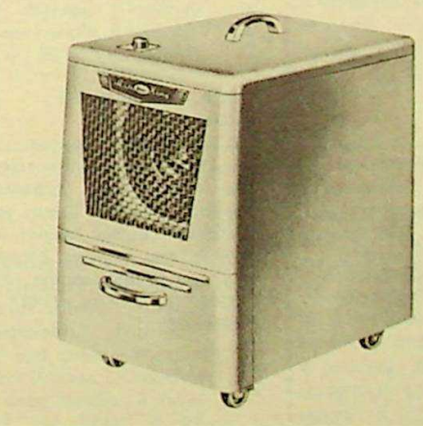


Fedders D-712
Electric Dehumidifier
Create a dry, healthy, sweet-smelling climate wherever excessive humidity makes living uncomfortable or business unprofitable with this proven method of condensing moisture from the air. Fedders Dehumidifier makes damp, clammy basements liveable by sopping up water from interior air that would otherwise cause clothes and fabrics to mildew—tools and equipment to rust and corrode. Unused damp space in your home may now be converted into useful playroom, work shop or dark room. This compact dehumidifier fits inconspicuously into a corner or under the table. Removes up to 13 quarts of moisture from the air in 24 hours. Just plug in this new, low cost dehumidifier into any convenient 115-volt adequately wired electrical outlet. No installation required. 18" h, 15½" w, 19" lg. Shadow Beige cabinet. RETAIL **$99.00.**

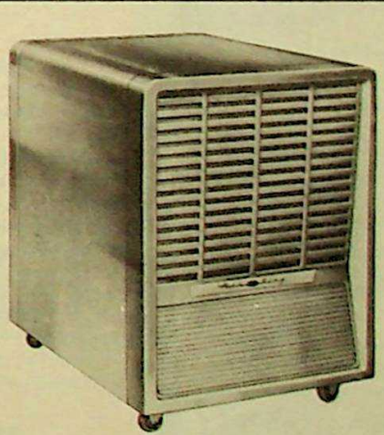
Westinghouse H4B
Electric Dehumidifier
In your home or business . . . stop dampness damage with a Westinghouse Dehumidifier. It actually soaks up moisture . . . up to 3 gallons a day. Makes full use of damp space in your home or place of business. Protect your clothes, tools, luggage, books, appliances, etc., against mildew, rust and mold. This model has been designed to keep the air dry in a room or enclosed space with an area up to 10,000 cubic feet. Collects moisture in built-in, easy-to-empty container. Uses no more current than a light bulb . . . costs only pennies a day to operate. Just plug it in any 115-volt adequately wired electrical outlet. No installation required. Sleek, newly-designed cabinet finished in Doeskin-beige with Mocha-brown trim. 4 deluxe free-wheeling casters for easy moving from room to room. 23½" h, 13" w, 18½" d. RETAIL **$129.95.**



Kelvinator KC-21B
"Air Drier" Electric Dehumidifier
Convert damp, musty basements—or other damp areas—into valuable space for family or business use. It removes up to 3 gallons of water from the air every 24 hours . . . puts an end to rust that ruins tools, appliances and equipment . . . stops mold . . . mildew . . . warping woodwork . . . makes laundry dry faster. Controls humidity in any closed area up to 10,000 cubic feet—equivalent to a 50' x 25' room with 8' ceiling. Plug into any household circuit—no switches to operate—no installation required. Collects moisture in a new fiberglas moisture drawer. It is lightweight and spillproof. Simple to carry and empty. Easy rolling swivel casters permit moving from room to room. Attractively styled to suit any decor, in home, office or store. 13" w, 16" h, 19" d. RETAIL **$129.95.** Humidistat for automatic control. **$14.95.**



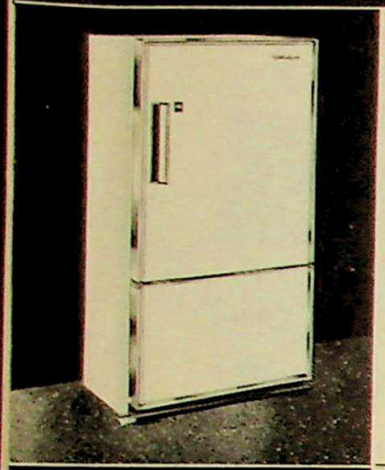
Berns Air King DH10N
"Dri-Aire" Electric Dehumidifier
In homes, offices, factories, warehouses, etc., Air King "Dri-Aire" performs an important money saving function by eliminating moisture and the damage caused by humid air. Efficiently dehumidifies average enclosed area up to 10,000 cubic feet. Removes up to 3 gallons of water every 24 hours. Collects moisture in a removable, drawer-type container which is rustproof and has 2 gallon capacity. Swivel type casters permit moving from room to room. No installation required. Just plug in and use. This handsome, compact all steel cabinet is extremely attractive and gets into the smallest space. Requires least amount of servicing or maintenance. Automatic Humidistat turns dehumidifier on automatically if humidity rises above danger level . . . turns unit off when humility drops. Available in Beige tone finish. 13" w, 18" d, 20" h RETAIL **$139.95.**



Berns Air King DH20
"Economy" Electric Dehumidifier
Complete protection against moisture damage at low cost. Every home can afford protection against moisture damage with this new, economical Economy Dehumidifier. Large capacity unit quietly, efficiently eliminates destructive moisture from the air . . . keeps furniture, clothing and all valuables free from mildew, mold, rust and rot. Removes up to 3 gallons of water every 24 hours. Removable, drawer-type container is rustproof. Swivel type casters permit easy moving from room to room No installation required. Just plug in and use. Requires practically no servicing or maintainance—permanently oiled and hermetically sealed. It is equipped with fitting for permanent drain. Includes rubber covered cord and plug. Designed to give years of trouble free service. Available in Beige tone finish. 14" w, 18½" d, 20" h. RETAIL **$99.95.**

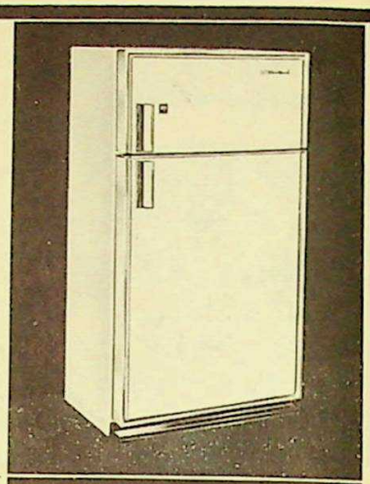
RCA Whirlpool

The more honesty a man has,
the less he affects the air of a saint.
. . . Johann Kaspar Lavater



RCA Whirlpool EI-13B*
"Imperial"
13.1 cu.ft. Refrig-Freezer
Exclusive, new air purifying system. New architectural styling. Automatic defrosting in the 9.3 cu.ft. refrigerator. 131 lb.-capacity freezer. Instant ice cube ejector. "Toe-Touch" door opener. 62½" h, 30¾" w, 31" d. RETAIL **$599.95.**

RCA Whirlpool EI-13T*
"Imperial"
13 cu.ft. Refrig-Freezer
Two big appliances in one. 10 cu. ft. automatic defrost refrigerator. Big convenience door. 104 lb. capacity true zero--degree freezer. Instant ice cube ejector. Years ahead in styling and convenience. 63½" h, 30¾" w, 31" d. RETAIL **$579.95.**



RCA Whirlpool ES-12T*
"Supreme"
12.1 cu.ft. Refrig-Freezer
A new blend of beauty, utility and twin-crispers. 59" h, 30¾" w, 32" refrigerator. Meat chest. Butter Keeper. 104 lbs. cap. freezer. 2 freezer door shelves. Large roomy twin-chispers. 59" h, 30¾" w, 32" d. RETAIL **$439.95.**

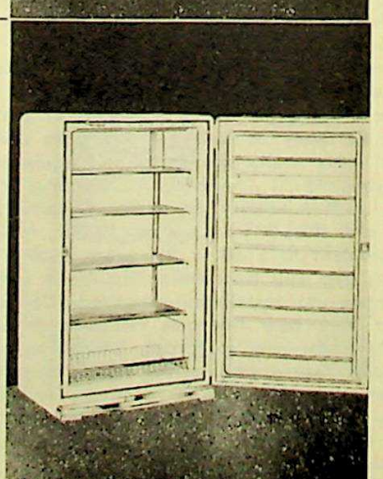
RCA Whirlpool E-12
"Deluxe"
12.2 cu.ft. Refrigerator
Big storage capacity at a budget price! Jumbo full-width crisper. Roomy door shelves. Butter keeper. Special egg racks. 62 lb. cap. freezer. Full-width freezer tray. 2 freezer shelves. 59" h, 30¾" w, 32" d. RETAIL **$269.95.**

RCA Whirlpool EC-8
"Custom"
8.1 cu.ft. Refrigerator
Designed to squeeze lots of storage space into a small area. Convenience door with roomy shelves, butter keeper and egg racks. 40 lb. cap. freezer section. Full-width freezer tray. New safety door latch. 55" h, 24" w, 32" d. RETAIL **$219.95.**

RCA Whirlpool E-8
"Deluxe"
8.1 cu.ft. Refrigerator
Space-saving, family-size refrigerator. Smart trim appearance. Full-width shelves. Deep, roomy door shelves. Butter keeper. Egg racks. 26 lb. cap. freezer. 2 freezer shelves for convenient storage. Freezer tray. 55½" h, 24" w, 31¾" d. RETAIL **$199.95.**

RCA Whirlpool EC-21H
"Custom"
21 cu.ft. Chest Freezer
Tops in capacity, dependability and convenience. 740 lb. cap. 7 Prime freezing surfaces. Removable storage divider. Tite-seal construction. Adjustable, counterbalanced lid. 37" h. 32½" d, 71" l. RETAIL **$459.95.**
ES-17H—17 cu.ft. cap. **$399.95.**

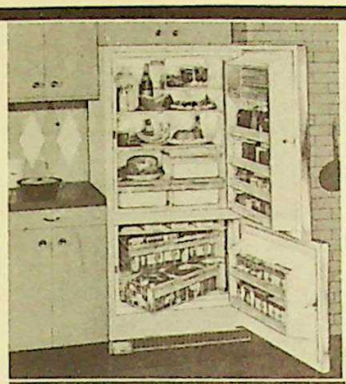
RCA Whirlpool ES-20V
"Supreme"
20 cu.ft. Upright Freezer
A real supermarket at your fingertips. Conveniently stores 703 lbs. of food. Advanced design freezing system. Tite-Seal construction. 65½" h, 34" w, 35¼" d. RETAIL **$499.95.**
ES-16V—16 cu.ft. cap. **$449.95.**
EC-12V—12 cu.ft. **$299.95.**



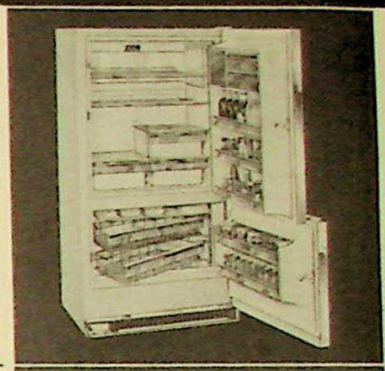
**Available in White, Pink or Yellow.*

You are only young once,
but you can stay immature indefinitely.
. . . Anon

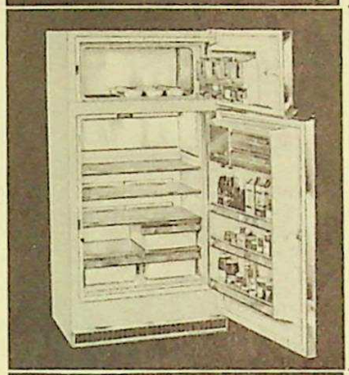
Admiral



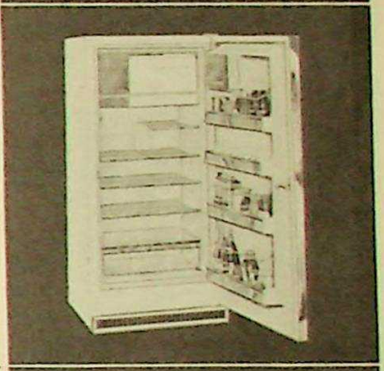
Admiral M-1695*
"Upside-Down" Imperial
2 Dr. Dual Temp Refrig.-Freezer
"Moist-Cold" refrigerator on top for extra convenience, "Humid Cold Plate" maintains uniform high humidity. No defrosting. Foot pedal opens upper door. True sub-zero freezer stores 175 lbs. frozen food, twin "swing out" storage basket. 71" h, 32" w, 27" d. RETAIL **$649.95.**



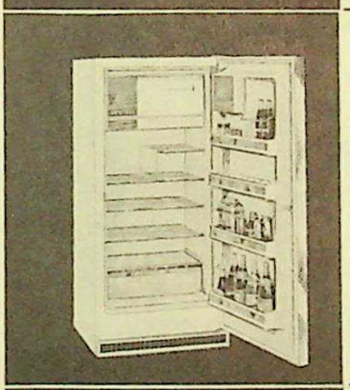
Admiral M-1495*
"Upside-Down" Imperial
Dual Temp. 2 Dr. Refrig.-Freezer
Big capacity refrigerator plus true sub-zero freezer. No defrosting, adjustable door shelves, "touch-o-magic" safety door handle. Freezer holds 133 lbs. frozen food. Twin "swing out" storage baskets, separate outside door with two shelves. 64" h, 32" w, 27" d. RETAIL **$559.95.**



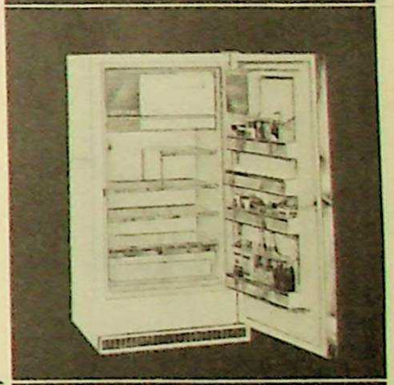
Admiral M-1475*
Imperial Dual. Temp.
2 Dr. Refrigerator-Freezer
"Moist-cold" refrigerator, push-button automatic defrost. "Magic Ray" lamp prevents food from trading flavors. 4 shelves. 2 glide out, adjustable door shelves. Freezer holds 100 lbs. food. "Pop-Out" dispenser racks. 64" h, 32" w, 27" d. RETAIL **$529.95.**



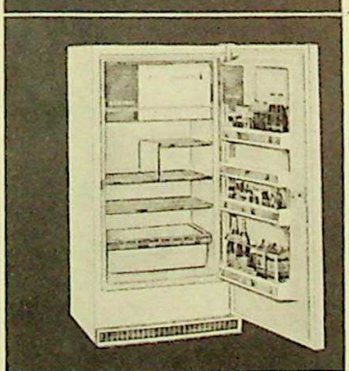
Admiral CA-1355*
Automatic Defrost
12.6 Cu. Ft. Refrigerator
Full-width freezer chest and drawer. Push-button automatic defrost. Interior light. 4½ shelves (½ shelf removable). Full-width crisper, butter and cheese chest. 4 door shelves, "touch-o-matic" door handle. 63¼" h, 28" w, 27" d. RETAIL **$369.95.**



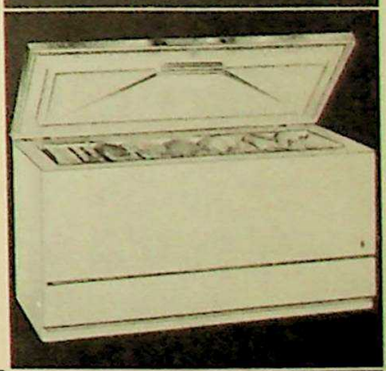
Admiral CA-1344
Deluxe
12.6 Cu. Ft. Refrigerator
Full-width freezer chest and drawer. Automatic interior light. 4½ shelves (½ shelf removable), full-width crisper, butter and cheese chest, 4 recessed door shelves. "Touch-o-matic" safety door handle, 4 levelers. 63¼" h, 28" w, 28¾" d. RETAIL **$329.95.**



Admiral CA-1155*
Automatic Defrost
10.8 Cu. Ft. Refrigerator
Full-width freezer chest and drawer. Push-button automatic defrost. Interior light, 3½ shelves (½ shelf removable), full-width crisper, butter and cheese chest, 4 door shelves. Safety door, levelers. 58" h, 28" w, 27" d. RETAIL **$349.95.**

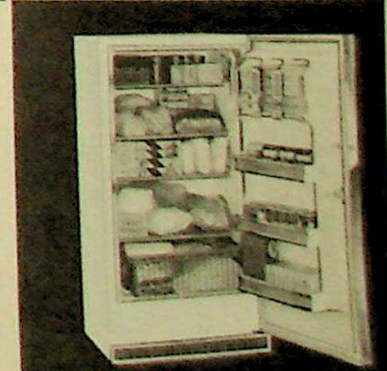


Admiral C-1144
Deluxe
10.8 Cu. Ft. Refrigerator
Full-width freezer chest and drawer. Automatic interior light. 3½ shelves (½ shelf removable). Full-width crisper. butter and cheese chest, 4 recessed door shelves, "touch-o-matic" safety door handle, 4 levelers. 58" h, 28" w, 28¾" d. RETAIL **$299.95.**



Admiral H-205
20.2 Cu. Ft. Chest Freezer
Counter-balanced self-sealing safety lid. Automatic interior light. Built-in door lock, 2 removable storage baskets. Wide range cold control, 4 levelers. 36¼" h, 72" w, 31¾" d. RETAIL **$549.95.**
H-175 17.1 Freezer **$439.95.**
H-134 13.1 Freezer **$349.95.**

Admiral V-174
16.8 Cu. Ft. Upright Freezer
560 lb. capacity, 5 super-speed freezing shelves. Full-width glide-out storage basket holds 47.6 lbs. food. 4 door shelves, ice cream storage compartment. "Touch-o-matic" safety door handle, built-in door lock. 71" h, 32" w, 27" d. RETAIL **$459.95.**
V-154 14.8 cu. ft. freezer **$429.95.**



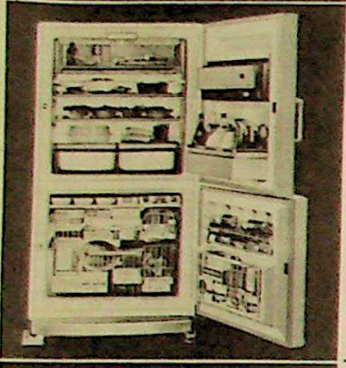
Admiral V-115
10.6 Cu. Ft. Upright Freezer
357 lb. capacity, 4 super speed freezing shelves. Full-width glide out storage basket, 3 door shelves "Touch-o-matic" safety door handle, built-in door lock. Pantry-door has "pop-out" dispenser rack. 58" h, 28" w, 27" d. RETAIL **$329.95.**
V-114 10.6 cu. ft. freezer less glide-out storage basket **$269.95.**

**Also available in Shell Pink, Sea Mist Green or Primrose Yellow at no extra cost.*

Hotpoint

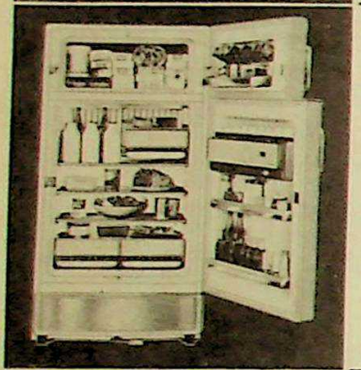
A life spent worthily should be measured by deeds, not by years.

. . . Richard B. Sheridan

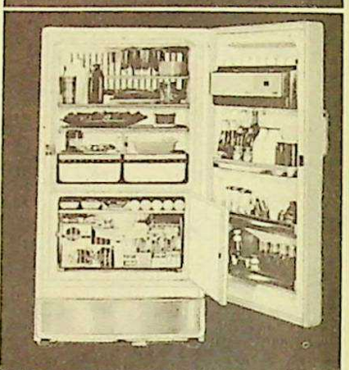


Hotpoint 8EN16
16.3 Cu. Ft. Refrig.-Freezer
Features 2-in-1 styling; a full size refrigerator and a full size freezer. 10 cu. ft. refrigerator and 6 cu. ft. freezer. Foot pedal freezer door, gliding shelves, roll out baskets, package rack, bottle bin, juice can dispenser. 66" h, 32" w, 31¾" d. RETAIL **$599.95.**

Hotpoint 8ER12
12.3 Cu. Ft. Refrig.-Freezer
Easy to roll out. 101 lb. capacity in freezer unit. Porcelain meat pan, butter bin, cheese keeper, egg shelf, gliding shelves, light safety door. Clean-ability, stor-ability, access-ability, dur-ability, depend-ability move-ability. 64¾" h, 31¾" w, 29¼" d. RETAIL **$509.95.**

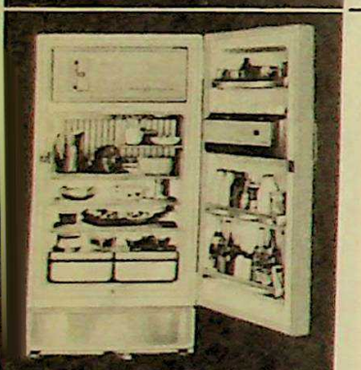


Hotpoint 8EW12
12.3 Cu. Ft. Refrig.-Freezer
101 lb. capacity freezer keeps food safely frozen as long as a year. Porcelain meat pan holds 12 lbs. of meat. Dairy Stor with butter bin, cheese keeper, egg shelf. Gliding shelves, automatic defrosting. Roll-out feature for easy moving. 64¾" h, 31¾" w, 29¼" d. RETAIL **$499.95.**
8EY12 1 freezer door shelf **$449.95.**

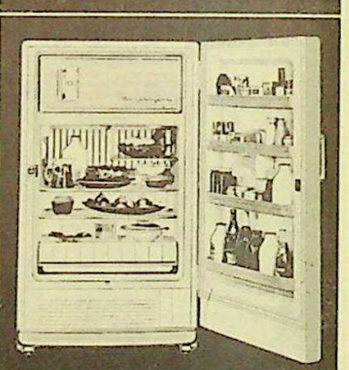


Hotpoint 8EN12
12.2 Cu. Ft. Refrig.-Freezer

Eye level 11 cu. ft. capacity refrigerator on top and giant 115 lb. capacity food freezer below. Automatic defroster. Dairy-Stor has butter-bin, cheese keeper, egg shelf. Aluminum shelves, interior light. Porcelained crispers. 64½" h, 31¾" w, 29¼" d. RETAIL **$479.95.**



Hotpoint 8EJ12
"Supreme"
12 Cu. Ft. Refrig.-Freezer
75 lb. capacity freezer keeps food safely frozen up to one year. Dairy-Stor, porcelained crispers, divided lower shelf, automatic defrosting, cold control. Dimensions: 64½" h, 31¾" w, 29¼" d. RETAIL **$419.95.**
8EJ11 11 Cu. Ft. **$379.95.**

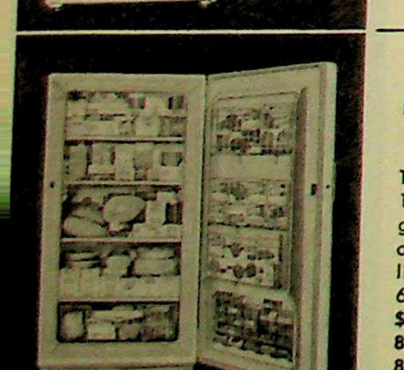


Hotpoint 8EF11
"Economy"
11 Cu. Ft. Refrig.-Freezer
75 lb. capacity freezer, 2 ice trays, butter bin, full-width crisper, door shelves, removable egg insert. Automatic defrosting. Convenient tall bottle space on lower door shelf, light touch safety door. 59" h, 31¾" w, 29¼" d. RETAIL **$339.95.**

Hotpoint 8ED12
"Deluxe"
12 Cu. Ft. Refrigerator

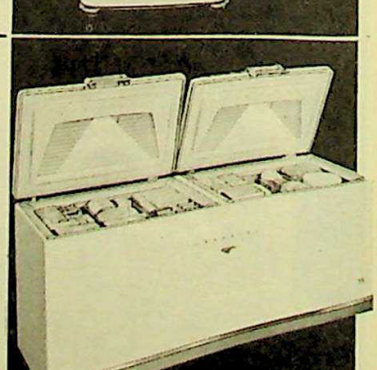
With dial defrost. Full-width freezer freezes and stores up to 49 lbs. of food. Butter bin, porcelained crispers, aluminum door shelves. Automatic cold control. 64½" h, 31¾" w, 29¼" d. RETAIL **$299.95.**
8EB11 11 Cu. Ft. Same features as above. **$249.95.**

Hotpoint 8EB8
"Deluxe"
8 Cu. Ft. Refrigerator
Features space-saver styling. Full-width freezer freezes and stores up to 32 lbs. of food. Butter bin. Full-width crisper to keep vegetables garden fresh. Deep door shelves. 54" h, 24" w, 29¼" d. RETAIL **$219.95.**
8EA8 Standard less butter bin and crisper. **$199.95.**



Hotpoint 8FM18
18 Cu. Ft. Upright Freezer

Takes up little more space than 12 cu. ft. model yet has 50% greater capacity. Holds 630 lbs. of frozen food. Automatic interior light, handy door lock. Dimensions 63" h, 32" w, 36" d. RETAIL **$499.95.**
8FM16 16 Cu. Ft. **$449.95.**
8FM12 12 Cu. Ft. **$349.95.**

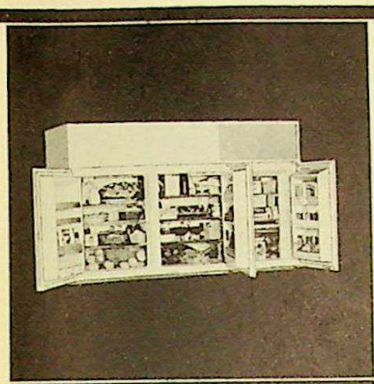


Hotpoint 8FK26
26 Cu. Ft. Chest Freezer
Has two separate lids for new storage convenience and economy, four baskets, three dividers, two interior lights. 36½" h, 84¼" w, 33" d. RETAIL **$639.95.**
8FK20 20 Cu. Ft. with two dividers **$499.95.**
8FK17 17 Cu. Ft. **$429.95**
8FK13 13 Cu. Ft. with two baskets **$349.95.**

The use of money is all the advantage there is in having it.

. . . Franklin

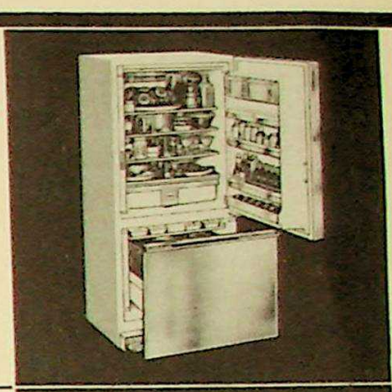
GENERAL ELECTRIC

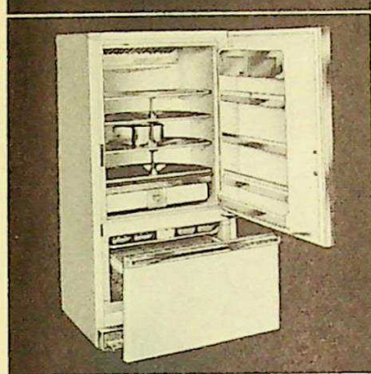


General Electric LW11-P
Wall Refrigerator-Freezer

With Magnetic doors. 8.7 cu. ft. Automatic Defrosting refrigerator plus 2.0 cu. ft. freezer. Egg racks, removable and adjustable door shelves. Automatic butter conditioner. Adjustable shelves. Vegetable and fruit compartment, four Mini-Cube ice trays. Plus many other wonderful features. 39½" h, 64" w, 18" d. RETAIL **$700.00.**

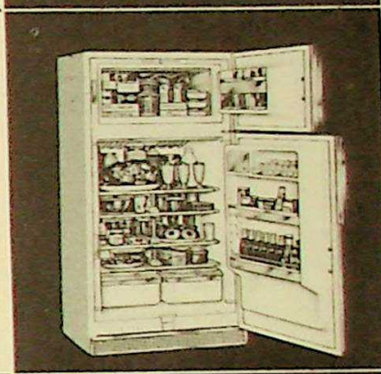
General Electric BH15-R
"Straight Line"
15 Cu. Ft. Refrigerator-Freezer
Features new Roll Out Freezer Drawer which holds up to 175 lbs. of frozen food. Revolving shelves and revolving vegetable bins, temperature control, fold-away bottle racks, automatic defrosting, automatic butter conditioner, magnetic safety door, four ice ejector trays. 71" h, 30½" w, 26¼" d. RETAIL **$650.00.**

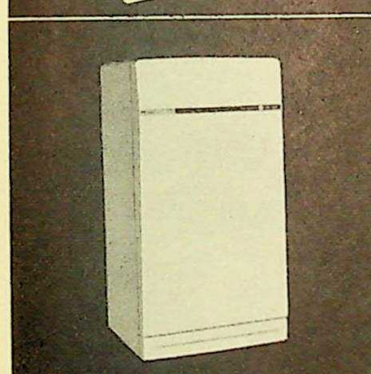




General Electric BH13-R
"Straight Line"
13 Cu. Ft. Refrigerator-Freezer
Touch-Action features, revolving shelves and revolving vegetable bins, new roll out freezer section. Touch the foot pedal and the Magnetic Safety Door opens. Automatic defrosting, automatic interior lighting. Freezer holds 123 lbs. of food. Aluminum meat pan holds up to 8 lbs. of meat. 64" h, 30½" w, 26¼" d. RETAIL **$599.95.**

General Electric BH12-R
"Straight Line"
12 Cu. Ft. Refrigerator-Freezer
Automatic defrosting refrigerator with magnetic doors, fold away bottle racks, twin porcelain vegetable drawers, butter keeper, removable and adjustable door shelves, automatic interior lighting, juice can dispenser, egg rack, and many other wonderful features. Freezer capacity: 74 lbs. 61" h, 30½" w, 26¼" d. RETAIL **$499.95.**

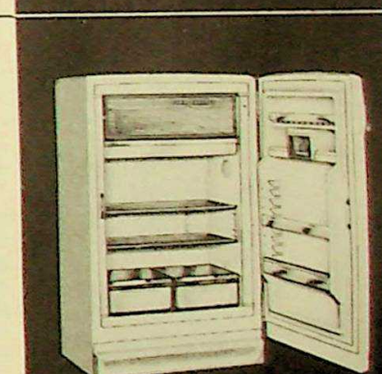


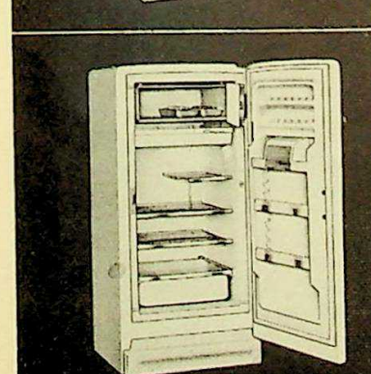


General Electric LK11-R
11 Cu. Ft. Refrigerator-Freezer
Automatic defrosting refrigerator section, revolving shelves and magnetic safety door, roomy vegetable drawers, removable and adjustable door shelves, easy-to-see and set temperature control. Biz Zero-Degree Freezer holds up to 70 lbs. of frozen foods. 60⅛" h, 31" w, 29½" d. RETAIL **$419.95.**
LAS-11R Dial-Defrost Refrigerator. **$349.95.**

General Electric LB10-R
10 Cu. Ft. Dial-Defrost Refrigerator

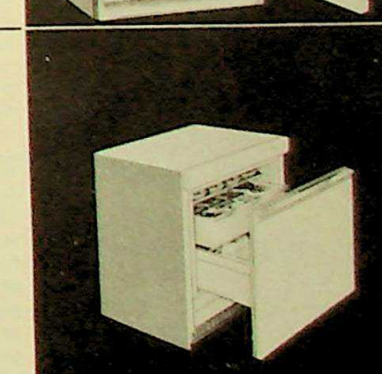
Magnetic safety door, removable and adjustable door shelves, butter compartment, full-width chiller tray, roomy vegetable drawers, egg racks, two Mini-Cube ice trays, automatic interior lighting. Full-width freezer made of aluminum for fast freezing. Holds up to 48 packages frozen food. 55½" h, 31" w, 29½" d. RETAIL **$319.95.**

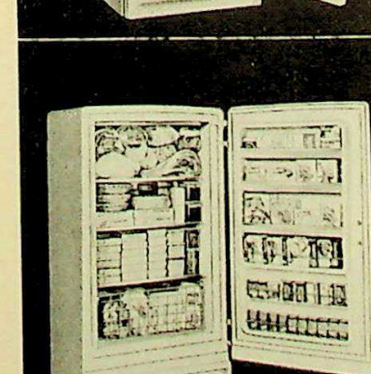




General Electric LB81-R
8.1 Cu. Ft. Dial Defrost Refrigerator
Removable and adjustable door shelves, magnetic safety door, butter compartment, full-width porcelain vegetable drawer, full-width chiller tray. Full-width freezer holds up to 27 packages frozen food. 55½" h, 24¼" w, 28¼" d. RETAIL **$259.95.**
LAS81-R Same as above less butter compartment and vegetable drawer. **$249.95.**

General Electric HU5-P
5 Cu. Ft. Roll-Out Food Freezer
This compact freezer can be placed under counter or by itself to meet your needs. Versatile freezer for any home. Roll-out drawer with two roomy bins. 4 ice trays. 9 position temperature selector that's easy to see and to set. Air-Vent Grille — Safe, odor-free Freon-12 used for refrigerant. 34½" h, 30½" w, 25½" d. RETAIL **$289.95.**

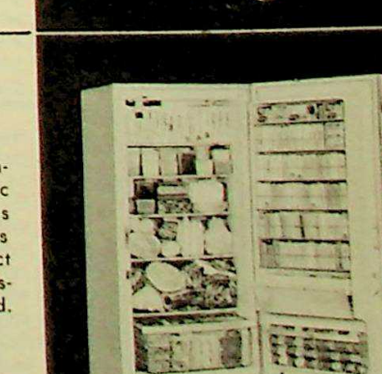




General Electric HU11-P
11 Cu. Ft. Upright Food Freezer

Puts food within easy reach. 396 lbs. capacity. Removable and adjustable door shelves with magnetic safety door. Four freezing surfaces assures uniform temperature for long-time storage. 60¼" h, 31" w, 28½" d. RETAIL **$299.95.**
HU10-P 10 Cu. Ft. **$279.95.**
HU13-P 13 Cu. Ft. **$419.95.**

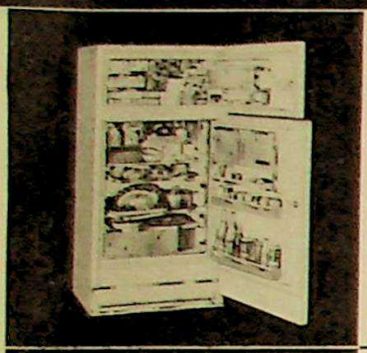
General Electric HU18-P
"Book-Shelf"
18 Cu. Ft. Upright Food Freezer
New Storage Door with the convenience of a book shelf. Magnetic safety door opens easily and closes silently. Ice cream conditioner keeps 4 half-gallon packages at perfect serving condition. Juice can dispenser. 71" h, 30½" w, 30¼" d. RETAIL **$519.95.**
HUX-13-P 13 Cu. Ft. **$419.95.**



Some above models available at additional cost in the following colors — Petal Pink, Canary Yellow, Turquoise Green and Woodtone Brown.

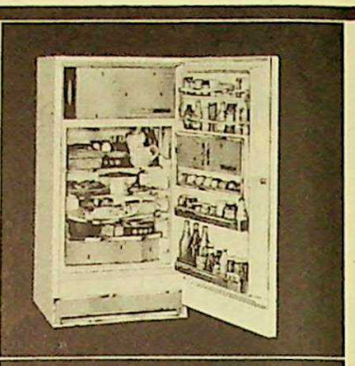
NORGE

Do good to thy friend to keep him
— to thine enemy to gain him.
. . . Benjamin Franklin



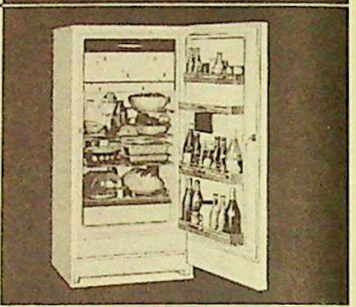
Norge CT-1358
"Customatic"
13.18 Cu. Ft. Refrigerator-Freezer
True Zero-Degree Freezer holds 116 lbs. of frozen food. Exclusive swing 'n serve trays, removable swing and serve crisper, double deep handidor storage, meat saver, dairy keeper, adjustable door shelf, moist-cold compartment, shelf-spacers. 31" w, 64½" h, 27¼" d. RETAIL **$549.95.**

Norge C-1358
"Customatic"
13.18 Cu. Ft. Refrigerator-Freezer
Freezer holds 81 lbs. of frozen food. Exclusive customatic cold system, automatic handi-cube, swing 'n serve trays, shelf-spacers, moist-cold compartment, removable swing 'n serve crisper, meat saver, adjustable door shelf, dairy keeper, dual lighting. 31" w, 64½" h, 27½" d. RETAIL **$469.95.**



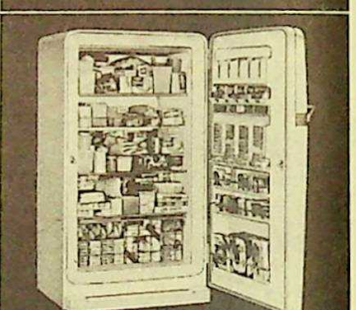
Norge C-1158
"Customatic"
10.83 Cu. Ft. Refrigerator-Freezer
Freezer holds 63 lbs. of frozen food. Egg nest, glide-out aluminum shelves, moist-cold compartment, adjustable door shelf, double deep handidor storage, stationary door shelves, butter and cheese keeper, push button safety latch door, titanium porcelain interior. 28" w, 61½" h, 27½" d. RETAIL **$379.95.**

Norge D-1158
"Deluxe"
10.77 Cu. Ft. Refrigerator-Freezer
Cross-top Freezer chest holds 61 lbs. of frozen food and ice cubes. Full width insulated chill tray provides short term, extra cold storage for foods. Special freezer chest door has easy swing-down action. Handidor storage, package shelf, full-width crisper. 28" w, 61½" h, 27¼" d. RETAIL **$299.95.**



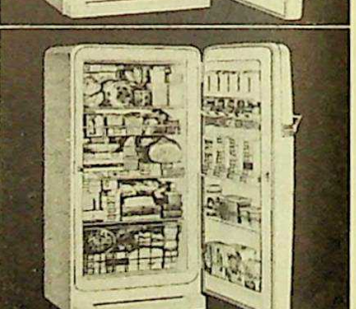
Norge D-858
"Deluxe"
8.4 Cu. Ft. Refrigerator-Freezer
Cross-Top Freezer Chest holds 46 lbs. of frozen food and ice cubes. Full-width chill tray, two ice cube trays, space-planned storage, new handidor storage, full-width porcelain crisper, sturdy steel shelves. package shelf, special freezer chest door. 24" w, 56" h, 26¼" d. RETAIL **$229.95.**

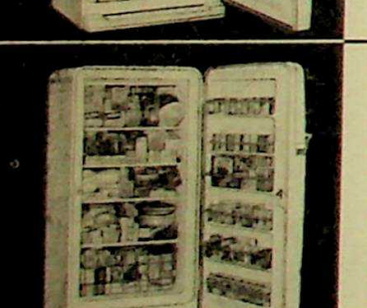
Norge VFCA-187
Custom Deluxe
18.3 Cu. Ft. Upright Freezer
Holds 641 lbs. of frozen food, jet freeze shelves, exclusive dri-wall condenser, roll-out utility tray, defrost drain, eye-level safety lite, pull-out basket, juice bar holds 30 cans of frozen juice, package dispenser holds up to 24 frozen food packages. 34" w, 67" h, 33¼" d. RETAIL **$489.95.**



Norge VFDA-187
Deluxe
18.3 Cu. Ft. Upright Freezer
Holds 641 lbs. of frozen food, jet freeze shelves, exclusive dri-wall condenser, new handidor storage, new swing away package guards, roll-out basket, safety-guard cold control, adjust-a-shelf, touch-a-matic door handle, defrost drain, safety temp. 34" w, 67" h, 33¼" d. RETAIL **$439.95.**

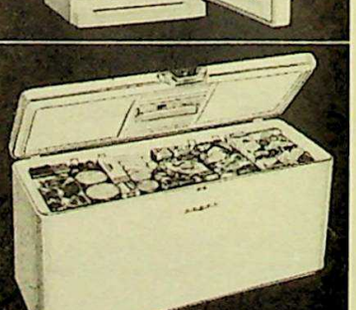
Norge VFCA-147
Custom Deluxe
14.3 Cu. Ft. Upright Freezer
Jet freeze shelves—new open-coil refrigerated shelves provide circulation of uniform, sub-zero cold to all parts of freezer. Roll-out utility tray, roll-out basket, juice bar holds 30 cans of frozen juice, package dispenser holds 24 frozen food packages. 30¾" w, 64" h, 31¼" d. RETAIL **$429.95.**

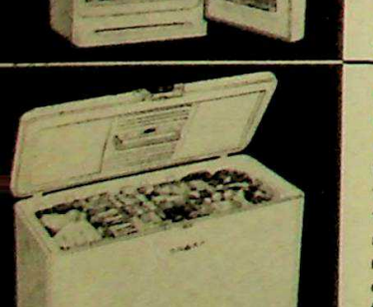




Norge VFDA-147
Deluxe
14.3 Cu. Ft. Upright Freezer
Holds 500 lbs. of frozen food, jet-freeze shelves provide circulation of uniform sub-zero cold to all parts of freezer. New handidor storage, swing away package guards swing up, out of the way when placing packages in or taking them out. Roll out basket. 30¾" w, 64" h, 31" d. RETAIL **$369.95.**

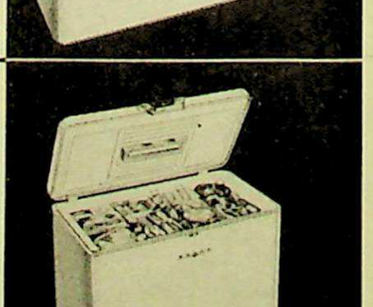
Norge CF-208
Deluxe
20 Cu. Ft. Chest Freezer
Stores 700 lbs. of frozen food, dri-wall condenser prevents condensation of moisture, assures dry cabinet, sharp freeze compartment which provides handy space for extra-low temperatures for sharp freezing. Storage baskets, adjustable dividers. 74½" w, 36" h, 27¼" d. RETAIL **$529.95.**





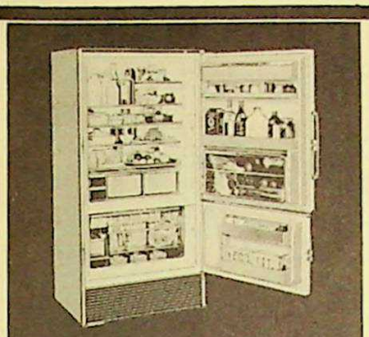
Norge CF-168
Deluxe
16 Cu. Ft. Chest Freezer
Holds 558 lbs. of frozen food, dri-wall condenser prevents condensation of moisture, assures dry cabinet exterior, sharp freeze compartment, storage baskets, adjustable dividers, safety-guard cold control, floating action lid opens at the touch of a finger. 61½" w, 36" h, 27¼" d. RETAIL **$439.95.**

Norge CF-128
"Deluxe"
12 Cu. Ft. Chest Freezer
Stores 421 lbs. of frozen food, dri-wall condenser prevents condensation of moisture, assures dry cabinet exterior, sharp-freeze compartment, storage basket, adjustable divider. floating action lid opens at the touch of a finger, safety lock. 49¼" w, 36" h, 27¼" d. RETAIL **$379.95.**



Our greatest glory is not in never failing,
but in rising every time we fail.
. . . Confucius

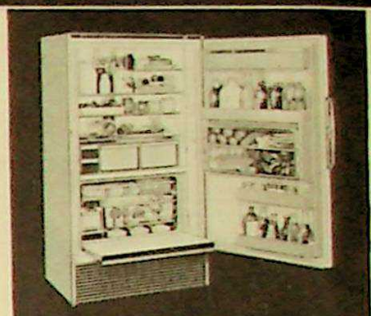
FRIGIDAIRE

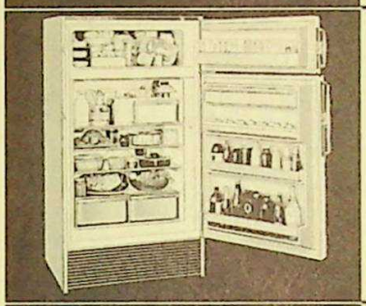


Frigidaire CP-144-58*#
Cold Pantry
14.4 Cu. Ft. Refrig.-Freezer

A big 10.4 cu. ft. self-defrosting refrigerator plus a separate 4.00 cu. ft. 140 lb. freezer at the bottom. 3 Roll-To-You shelves, pantry-door with picture window. 69¾" h, 32" w, 25" d. RETAIL **$629.95.**
PCP-144-58# Same as above with porcelain enamel exterior **$669.95.**

Frigidaire CP-125-58*#
Cold Pantry
12.5 Cu. Ft. Refrig.-Freezer
Combnies a 9.81 cu. ft. refrigerator with a 2.69 cu. ft., 94 lb. capacity food freezer. Refrigerator has 2 Roll-To-You shelves, counter-high food bar, handy half shelf. Pantry door has tilt down picture window. Automatic defrosting. 64" h, 32" w, 25" d. RETAIL **$549.95.**

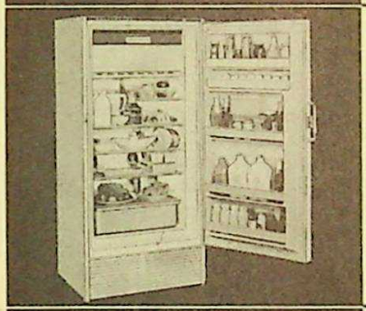




Frigidaire FI-122-58*#
Imperial
12.2 Cu. Ft. Refrig.-Freezer

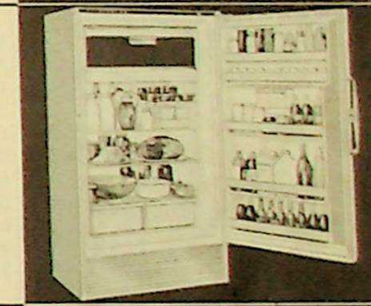
2.45 cu. ft. "Locker Top" freezer has its own door with full-width removable aluminum shelf. Capacity is 86 lbs. Family size refrigerator is 9.75 cu. ft., has 2 "4-square" Roll-To-You Shelves, sliding meat tender, spacious storage door. 64" h, 32" w, 24½" d. RETAIL **$469.95.**

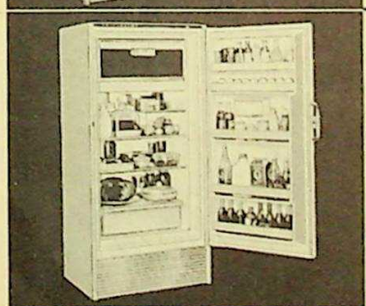
Frigidaire FI-123-58*#
Imperial
12.3 Cu. Ft. Refrig.-Freezer
Full length storage door has 5 full width removable shelves; one extra deep for tall bottles. Butter compartment, cheese compartment, egg servers, roll-to-you shelves. 64" h, 32" w, 24½" d. RETAIL **$419.95.**
PFI-123-58# Same as above with porcelain enamel exterior. **$459.95.**



Frigidaire FD-104-58#
Deluxe
10.4 Cu. Ft. Refrig.-Freezer
9.15 cu. ft. refrigerator with work-free Cycla-matic defrosting, "4-square" full-width removable aluminum shelves, full-width glide-out porcelain enamel hydrator 1.25 cu. ft. food freezer — capacity 44 lbs. frozen food. 64" h, 28" w, 24½" d. RETAIL **$349.95.**

Frigidaire D-13-58#
Deluxe
12.8 Cu. Ft. Refrig.-Freezer
Full-width 1.46 cu. ft. freezer chest with 2 double-easy Quickube ice trays — holds 51 lbs. Sliding chill drawer. 11.34 cu. ft. food compartment with 2 full-width all aluminum shelves, twin glide-out hydrators plus big storage door. 64" h, 32" w, 24½" d. RETAIL **$289.95.**



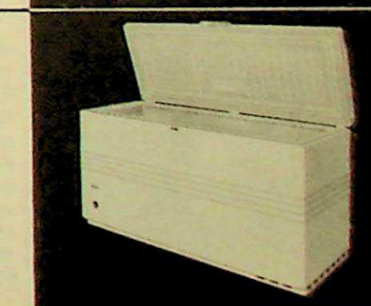
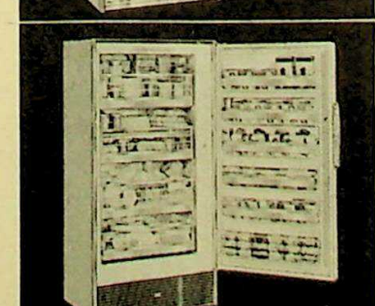


Frigidaire D-11-58#
Deluxe
10.8 Cu. Ft. Refrig.-Freezer
Big across-the-top 1.2 cu. ft. freezer chest and 2 all-aluminum Quickube ice trays — 42 lb. storage capacity, sliding chill drawer for short-time storage of cold cuts and ice cubes. Spacious 9.6 cu. ft. food compartment. 64" h, 28" w, 24½" d. RETAIL **$249.95.**

Frigidaire S-8-58#
Super
8.0 Cu. Ft. Refrig.-Freezer
This compact unit needs only 24" of wall space. Roomy porcelain enamel finished food compartment has 3 full-width shelves. Big glide out hydrator, butter compartment on storage door. Freezer chest holds 35 lbs. of food. 57½" h, 24" w, 24½" d. RETAIL **$219.95.**

Frigidaire SA-8-58#
Super
8.1 Cu. Ft. Refrig.-Freezer
Lots of room for bottles, jars, and eggs on storage door with 4 removable shelves. 3 big, fully-usable removable shelves, adjustable cold control and chill drawer in 7.1 cu. ft. food compartment. 1.0 cu. ft. -- 35 lb. Freezer chest. 57½" h, 24" w, 24½" d. RETAIL **$199.95.**

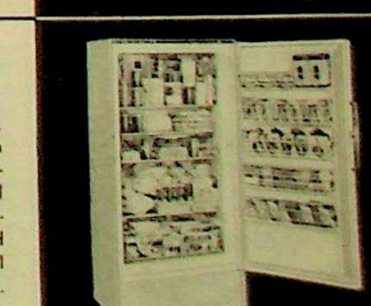
Frigidaire CFV-175
17.5 Cu. Ft. Chest Freezer
Huge 612 lbs. frozen storage space plus quick freezing shelf for fast, sharp freezing; 2 sliding storage baskets, movable food divider, lift out divider, automatic interior light. Cold-control. 36" h, 70¼"w, 29½" d. RETAIL **$499.95.**
CFV-125 12.5 cu. ft. with 438 lb. storage space. 53¾" wide. **$379.95.**



Frigidaire UFI-142-58
Imperial
14.2 Cu. Ft. Upright Freezer

Big 497 lb. capacity combined with 4 full-width shelves, 3 refrigerated, one removable for extra high storage space, tilt down removable grille fronts, sliding baskets, full-width removable juice can rack, automatic interior light. 69¾" h, 32" w, 28½" d. RETAIL **$419.95.**

Frigidaire UFD-142-58
Deluxe
14.2 Cu. Ft. Upright Freezer
Stores 497 lbs. yet only 32" wide. Budget priced space-saver with front opening convenience. 3 full-width refrigerated shelves, 1 full width removable shelf, roomy sliding basket drawer for bulky hard to stack items, new safety seal door. 69¾" h, 32" w, 28½" d. RETAIL **$369.95.**

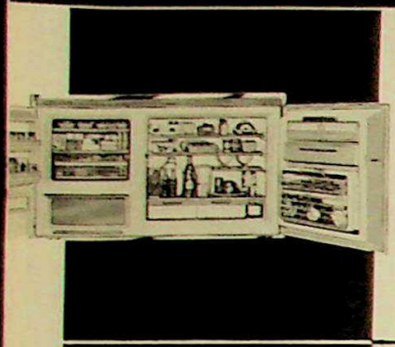


* Available in Turquoise, yellow, pink or gray at prices shown.

\# Available as right or left hand doors at no extra cost.

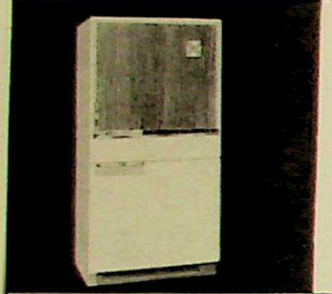
Westinghouse

We do not count a man's years
until he has nothing else to count.
. . . Ralph Waldo Emerson



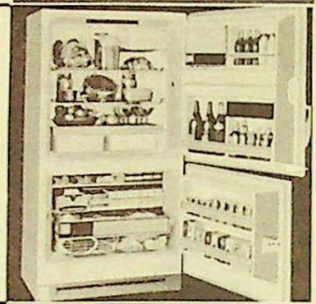
Westinghouse BHK-13
"In-the-Wall"
12.6 Cu. Ft. Refrig.-Freezer
No craning or stooping to reach any foods. All foods are on a level with you. Here's a 9.2 cu. ft. refrigerator plus a giant freezer that holds 119 lbs. of frozen food. Dimensions: 37½" h, 62¼" w, 24" d. RETAIL **$775.95.** Chrome—**$815.95.** Copper—**$825.95.**

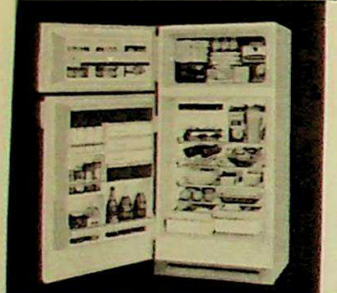
Westinghouse BVK-13
"In-the-Wall"
12.9 Cu. Ft. Refrig.-Freezer
Refrigerator up-top where the foods you use most are at stand-up level. Freezer has 140 lb. capacity. Look-in showcase crisper which has 2/3 bushel capacity. 70" h, 35¼" w, 24" d. RETAIL **$795.95.** Chrome—**$835.95.** Copper—**$845.95.**



Westinghouse DCL-16*
"Custom Imperial"
15.8 Cu. Ft. Refrig.-Freezer
Frost-free refrigerator with separate home freezer. Interchangeable door panel available in 11 textured colors. 190 lb. separate freezer has 2 roll-out baskets plus 2 full width shelves in door. 65" h, 33" w, 32" d. RETAIL **$674.95.**

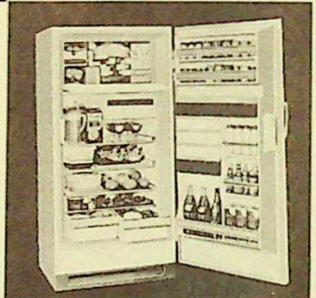
Westinghouse DCL-14*
"Custom Imperial"
13.7 Cu. Ft. Refrig.-Freezer
161 lb. capacity separate freezer with 2 roll-out baskets. 2 full-width shelves that glide out easily. Meat keeper. Vegetable crispers hold over ½ bushel. Interchangeable door panel available in 11 colors. 65" h, 33" w, 29" d. RETAIL **$634.95.**

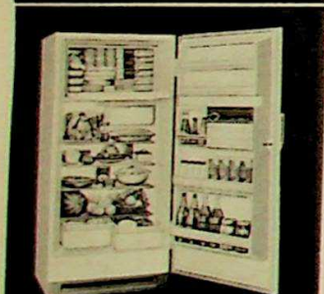




Westinghouse TDL-12*
"Imperial"
12.1 Cu. Ft. Refrig.-Freezer
Giant 101 lb. capacity separate freezer. Fill the door dispenser at the top—every time you remove a frozen juice can another drops down ready for use. Sturdy porcelain meet keeper, vegetable crispers, egg servers. 64¼" h, 30" w, 29" d. RETAIL **$549.95.**

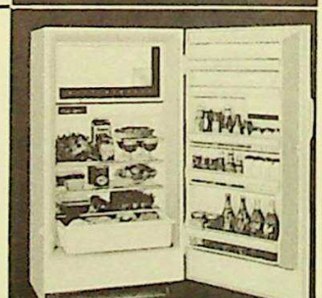
Westinghouse DL-12*
"Imperial"
11.8 Cu. Ft. Refrig.-Freezer
Interchangeable door panel available in 11 beautiful textured colors. Home freezer section has 75 lb. capacity. Porcelain meat keeper, vegetable crispers keep over ½ bushel. Full-width glide-out shelves. 64¼" h, 30" w, 29" d. RETAIL **$469.95.**

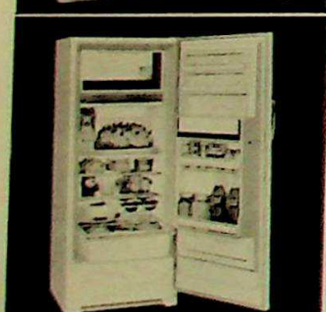




Westinghouse HDL-12
"Premier"
11.8 Cu. Ft. Refrig.-Freezer
Generous size 75 lb. freezer. Contains ice trays that eject cubes at the flick of the handle. Drop-down door serves as a handy loading shelf. Sturdy porcelain meat keeper holds 12 lbs. Porcelain vegetable crispers. 64¼" h, 30" w, 29" d. RETAIL **$399.95.**

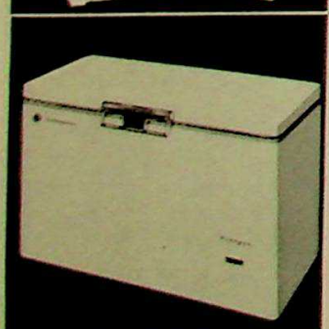
Westinghouse HL-11
"Supreme"
10.5 Cu. Ft. Refrig.-Freezer
The 60 lb. freezer is insulated to assure safe, zero-degree storage. Freezer contains ice tray that ejects cubes at a flick of the handle. Full-width vegetable crisper, two egg shelves. 60" h, 30" w, 29" d. RETAIL **$299.95.**
HL-12 Supreme 11.6 Cu. Ft. **$329.95.**





Westinghouse DL-9
"Premier"
9.1 Cu. Ft. Refrig.-Freezer
Freezer holds 35 lbs. of food. Meat keeper keeps meat fresh for days. Full-width vegetable crisper, cheese-butter server. Four full-width, full-depth shelves waste no corner storage. Extra door shelves. 59" h, 24" w, 29" d. RETAIL **$249.95.**

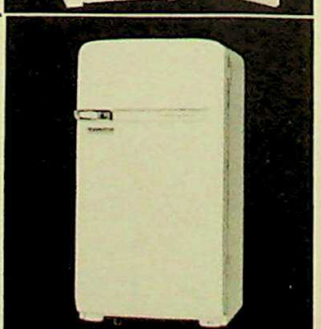
Westinghouse HL-9
"Supreme"
9.1 Cu. Ft. Refrig.-Freezer
Freezer holds 50 lbs. frozen food, contains two ice cube trays, drop-down door serves as handy loading shelf. Three door-shelves give up-front extra storage for bottles and packages. 59" h, 24" w, 29" d. RETAIL **$219.95.**



Westinghouse CK-15
14.95 Cu. Ft. Chest Freezer
Holds 522 lbs. of frozen food. Separate quick-freeze compartment designed for fast freezing. Storage baskets lift out for convenience. 38½" h, 55" w, 33¼" d. RETAIL **$459.95.**
CSK-15—14.95 Cu. Ft. **$389.95.**
CK-20—20 Cu. Ft. **$629.95.**
CSK-10—9.9 Cu. Ft. **$289.95.**

Westinghouse UK-14
14 Cu. Ft. Upright Freezer
Holds 477 lbs. of frozen food. Roll-out basket, juice can dispenser and loading shelves, storage door, 65½" h, 32" w, 30½" d. RETAIL **$499.95.**
USK-14 less loading shelves **$459.95.**

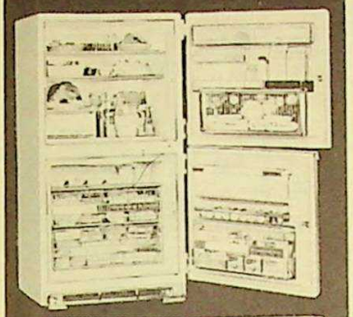
UK-20—20 Cu. Ft. **$669.95.**
UK-12—12 Cu. Ft. **$389.95.**
UK-9 —9 Cu. Ft. **$279.95.**



*Available in Aqua, Yellow, Gray or Pink for $10.00 additional.

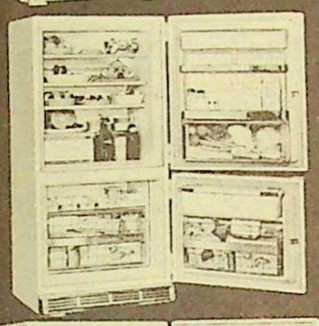
Woman is like your shadow.
Follow her, she flies; flee her, she follows.
. . . Chinese Proverb

PHILCO



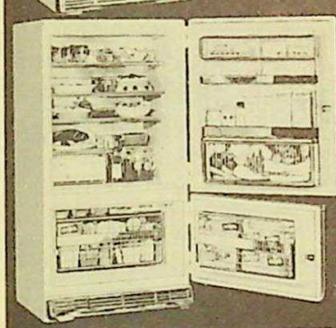
Philco RF-1688
"Super-Marketer"
15.8 Cu. Ft. Refrig.-Freezer
Automatic misty crisper freshens and re-freshens your greens, vegetables and fruits by spraying them with mist each time the crisper is closed. Cold flow meat locker keeps meats fresh days longer without freezing. 67" h, 31" d, 34" w. RETAIL **$649.95.**

Philco RS-1182
11.1 Cu. Ft. Refrig.-Freezer
Deluxe 1.4 cu. ft. built-in freezer, full-width chiller drawer, full-width porcelain crisper, full-length dairy bar storage door, butter keeper and cheese keeper, egg rack. Milk shelf holds ½ gallon cartons. New turquoise interior color. 62" h, 30" d, 28¾" w. RETAIL **$279.95.**



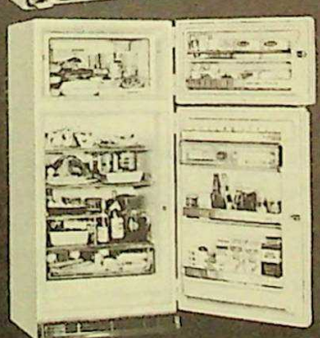
Philco RF-1488
"Super Marketer"
13.5 Cu. Ft. Refrig.-Freezer
Automatic misty crisper, cold flow meat locker, glide-out frozen food basket. Tall bottle space with fold-away shelf adds over a sq. ft. of shelf area. Pull-out adjustable shelves. Also butter keeper and cheese keeper. 68" h, 30½" d, 31½" w. RETAIL **$599.95.**

Philco RS-1082
10.5 Cu. Ft. Refrig.-Freezer
1.4 cu. ft. built-in freezer, porcelain crisper, full-width dairy bar storage door, butter keeper and cheese keeper, egg rack. Milk shelf holds ½ gallon cartons. New turquoise interior color, automatic interior light, new safety latch feature. 59" h, 30" d, 28¾" w. RETAIL **$269.95.**



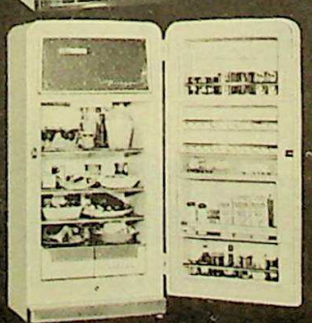
Philco RF-1288
"Super Marketer"
11.7 Cu. Ft. Refrig.-Freezer
Automatic misty crisper sprays vegetables and fruits each time the crisper is closed. Cold flow meat locker keeps meat fresh days longer without freezing. Tall bottle space with fold-away shelf, butter and cheese keepers. 61½" h, 31" d, 32" w. RETAIL **$549.95.**

Philco RS-882
8.5 Cu. Ft. Refrig.-Freezer
.9 cu. ft. freezer capacity. Full-length dairy bar storage door, milk shelf holds ½ gal. cartons, butter keeper and cheese keeper, egg rack, full-width chiller drawer, automatic interior light, new turquoise interior color, new safety latch. 57¼" h, 28½" d, 25¾" w. RETAIL **$259.95.**

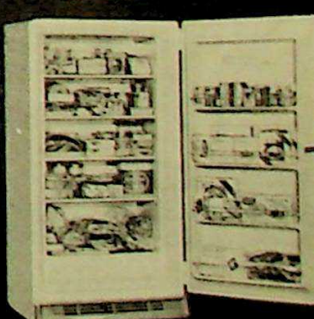


Philco RD-1485
13 Cu. Ft. 2-Door Refrig.-Freezer
Crisper drawer holds one bushel of vegetables, fruits and greens. Tall bottle space with fold-away shelf, butter and cheese keepers. Milk shelf holds ½ gallon cartons. Exclusive dairy bar storage door. Defrosts automatically. Full-width aluminum shelves. 68" h, 30½" d, 32" w. RETAIL **$489.95.**

Philco FH-1385
13 Cu. Ft. Chest Freezer
"Woman-Designed" with sloping front. 70% of storage space is above knee level. Separate sharp freezing compartment. Features two operating positions—sharp freezing and zero storage. 36" h, 57" w, 30¼" d. RETAIL **$399.95.**
FH-1885—18 Cu. Ft. **$499.95.**
FH-882—8 Cu. Ft. **$189.95.**

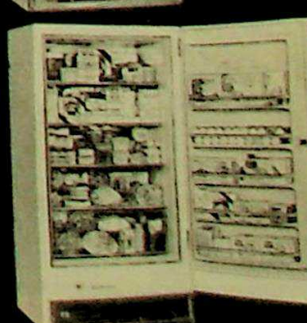


Philco RS 1284
12.4 Cu. Ft. Refrig.-Freezer
Exclusive Philco twin system — a system for the refrigerator and a system for the freezer. Twin crispers of lifetime porcelain. Butter keeper and cheese keeper, egg racks. Milk shelf holds ½ gallon cartons. Full-width shelves, automatic interior light. 65" h, 30" d, 30¾" w. RETAIL **$399.95.**



Philco FV-1185
11.6 Cu. Ft. Upright Freezer
Four refrigerated shelves, trivet adds fifth shelf. Handy "Put-n-Take" storage door, additional freezing coils in top, safety latch. New turquoise color porcelain interior, deluxe white exterior finish. Holds 406 lbs. frozen food. 61½" h, 13¾" w, 31¼" d. RETAIL **$349.95.**

Philco RS-1183
10.4 Cu. Ft. Refrig.-Freezer
Exclusive Philco twin system, with crisper, dairy storage door, butter keeper and cheese keeper, egg rack. Defrosts automatically—needs no manual controls. Rigid full-width shelves, automatic interior light, new safety latch, lifetime porcelain interior. 61¼" h, 30" d, 28¾" w. RETAIL **$339.95.**

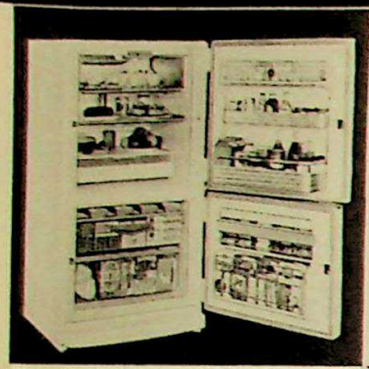


Philco FV-2082
20.2 Cu. Ft. Upright Freezer
Stores 708 lbs. of frozen foods in safe zero degree cold. Handy "Put-N-Take" storage door. Glide out storage baskets, sharp freeze setting on cold control permits super fast freezing of foods on any shelf. 69¾" h, 35¼" w, 36¼" d. RETAIL **$629.95.**
FV-1482 14.6 Cu. Ft. **$499.95.**

Gibson

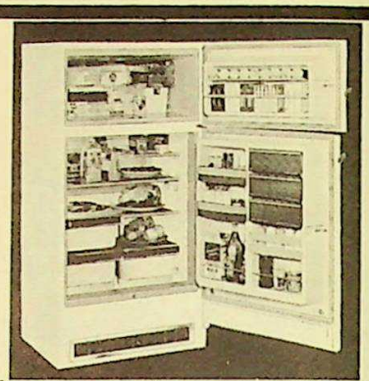
They can conquer who believe they can.

. . . John Dryden



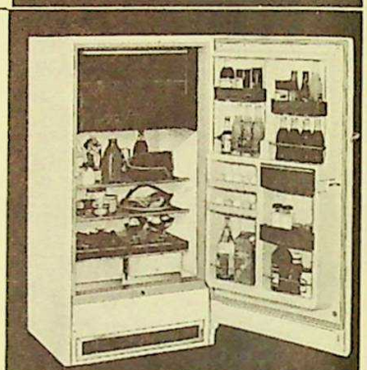
Gibson GT-190DO
"Custom" 2-Door
18.62 Cu. Ft. Refrigerator
Full width 35 qt. sliding crisper slides in and out easily, full-width sliding shelf rolls out to put food at your fingertips, 2 roll-out baskets, 32 lb. super-store bin, juice can rack and frozen food package dispenser. 66" h, 32" w, 35" d. RETAIL **$729.95.**

Gibson GT-158DO
"Custom" 2-Door
14 Cu. Ft. Refrigerator
"Cycle-Matic" defrosting, 100 lbs. capacity freezer compartment, adjustable sliding shelf, insulated ice chest and magic touch ice cube ejector, two 15 qt. crisper. 63" h, 30" w, 28¾" d. RETAIL **$499.95.**
GT-150DO "Leader" less ice chest and ejector **$399.95.**



Gibson GT-148DO
"Custom-True"
14 Cu. Ft. Refrigerator
"Cycle-Matic" defrosting, 75 lb. freezer locker, sliding aluminum shelf, two 15 qt. sliding crispers, adjustable door racks, easy to open door latch. 63" h, 30" w, 28¾" d. RETAIL **$399.95.**
GC-143DO "Leader" Cycle-Matic 14 cu. ft. **$349.95.**

Gibson GD-140DO
"Deluxe"
14 Cu. Ft. Refrigerator
75 lb. freezer locker plus 19 lb. full-width freshener locker, two 15 qt. sliding crispers, adjustable door racks that move up or down. "Dial-a-Matic" defrost, handy butter compartment, "Eas-e-Open" door latch, interior light. 63" h, 30" w, 28¾" d. RETAIL **$329.95.**

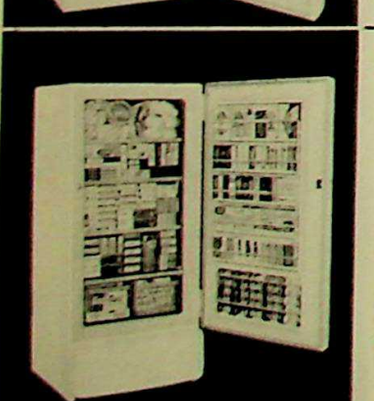


Gibson GS-122DO
"Special Deluxe"
11.92 Cu. Ft. Refrigerator
50 lb. capacity freezer locker plus 19 lb. freshener locker, 15 qt. sliding crisper, full-width adjustable shelf, 4 deep door shelves, 2 egg racks, concealed interior light, 28 ice cube capacity. 56" h, 30" w, 28¾" d. RETAIL **$259.95.**

Gibson GC-118DO*
"Market Master"
10.52 Cu. Ft. Refrigerator
Holds 30% more fresh food, 23 qt. crisper, "Cycle-Matic" defrosting, 5 full-width shelves, 5 deep door shelves accommodate tall and short bottles, "Eas-e-Open" door latch, automatic interior light, defrost container. 58" h, 24" w, 33½" d. RETAIL **$249.95.**

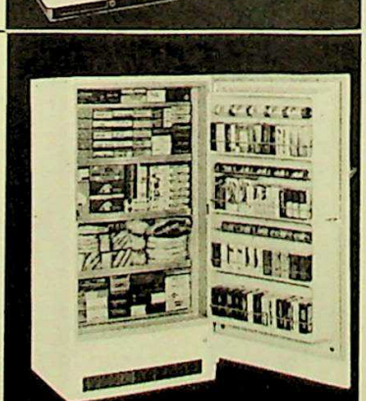
Gibson GD-110DO*
"Leader"
10.52 Cu. Ft. Refrigerator
56 lb. frozen food storage capacity, 5 deep door shelves, 4 full-width interior shelves, "Dial-a-Matic" defrosting, "Eas-e-Open" door latch with pull away mechanism, full-width fresh'ner locker, automatic interior light. 58" h, 24" w, 33½" d. RETAIL **$199.95.**

Gibson CF-21C
"Deluxe"
Chest Freezer
With 752 lb. capacity, fast freeze compartment, movable baskets and storage compartment dividers, counter-balanced lid with lock, automatic interior light. 37" h, 68" w, 33" d. RETAIL **$499.95.**
CF-17C "Leader" chest with 568 lb. capacity **$428.95.**



Gibson GU-201DO
"Deluxe"
Upright Freezer
668 lbs. capacity, 19.20 cu. ft. 72½" h, 32" w, 34½" d. RETAIL **$559.95.**
GU-161DO "Deluxe" upright — 540 lbs. capacity, 15.64 cu. ft. **$499.95.**
GUF-12 "Deluxe" upright—427 lbs. capacity. **$419.95.**
GU-111DO* "Leader" upright—355 lb. capacity, 10.52 cu. ft. **$229.95.**

Gibson GU-141DO
Upright Freezer
Giant-capacity 5 sharp freeze shelves with a total 16.9 sq. ft. of shelf area, 4 door racks plus juice dispenser rack, 3 year food insurance plan included, 448 lbs. food storage capacity, 13.24 cu. ft., 63" h, 30" w, 28¾" d. RETAIL **$399.95.**

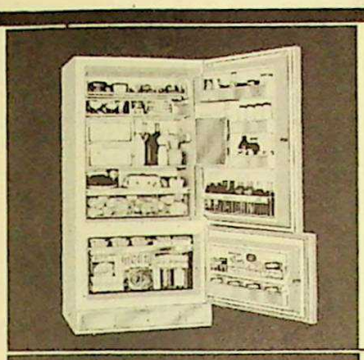


**Left hand door available for $3.00 extra.*

One on God's side is a majority.

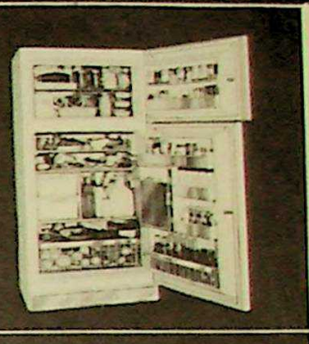
. . . Wendell Phillips

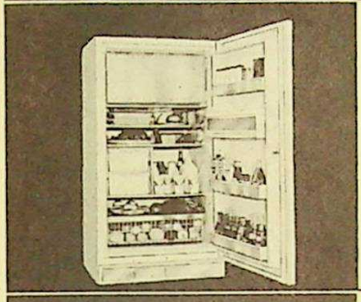
Kelvinator



Kelvinator K79H-14*
13.9 Cu. Ft.
Refrigerator-Freezer
Refrigerator plus giant size 108 lb. freezer. Rust-free easy to clean aluminum shelves, waist-level crispers, temperature control dial and light. Food refreshing Humidiplate. Slide-out fruit basket. Snap-action safety door. 68" h, 31" w. RETAIL **$549.95.**

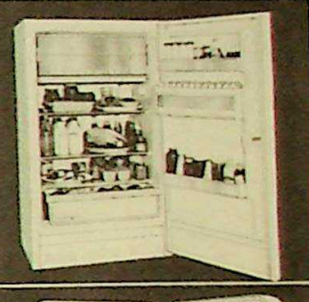
Kelvinator K78H-14*
13.9 Cu Ft.
Refrigerator-Freezer
Automatic defrosting refrigerator plus 127 lbs. food freezer. "Moist cold" permits storing of food without covering. Rust-free, easy-to-clean aluminum shelves, waist level crisper, temperature control dial and light. 68" h, 31" w. RETAIL **$499.95.**

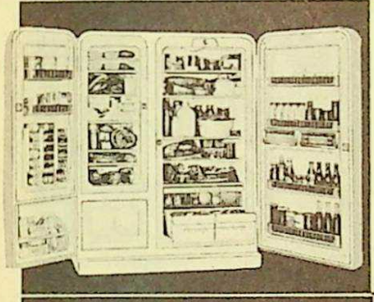




Kelvinator K75H-13*
12.7 Cu. Ft.
Refrigerator-Freezer
"Moist-cold" for storing food without cover. Automatically defrosting. Temperature control dial and light, waist level crisper. 68 lb. food freezer. Slide-out fruit basket, snap-action safety door, twin handi-chests. 63" h, 31" w. RETAIL **$429.95.**

Kelvinator K74H-12*
11.8 Cu. Ft.
Refrigerator-Freezer
Full-width frozen food chest, full-width storage tray. Temperature and defrost control, moisture-seal crisper. Portable egg trays, snap-action safety door. 60" h, 31" w. RETAIL **$329.95.**
K73H-12—Less pushbutton automatic defrost **$279.95.**



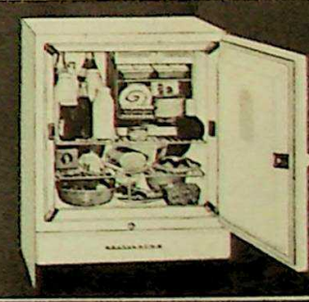


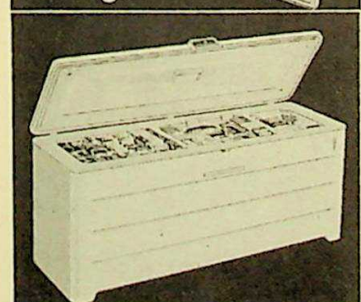
Kelvinator 89H-16*
16.3 Cu. Ft.
Foodarama
Upright freezer-refrigerator combination. Temperature control dial, "moist-cold" for storing foor uncovered. Automatically defrosting. Twin moisture-seal crispers. Separately insulated and refrigerated freezer stores 175 lbs. food. 61" h, 47¾" w. RETAIL **$649.95.**

Kelvinator K43H-11
10.8 Cu. Ft.
Refrigerator-Freezer
Temperature control. Full-width frozen food chest holds up to 52 lbs. frozen food. Full-width storage tray, twin moisture-seal crispers, handi-chests. Door shelves, snap-action safety door, sturdy steel wire cabinet shelves. 61" h, 28¼" w. RETAIL **$259.95.**

Kelvinator K22H-8
8.2 Cu. Ft.
Refrigerator-Freezer
Temperature control. Full-width frozen food chest with 39 lbs. capacity. Full-width storage tray, full-width moisture-seal crisper. Snap-action safety door. 53½" h, 24¼" w. RETAIL **$219.95.**
K21H-8 — Less full width moisture-seal crisper **$199.95.**

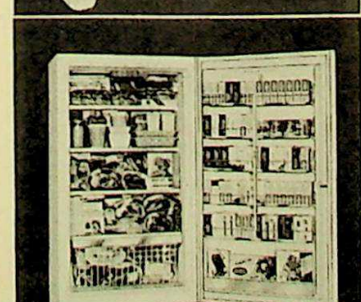
Kelvinator K11H-4
4.3 Cu. Ft. Refrigerator
Temperature control dial located on front of frozen food chest. Stores up to 23 lbs. frozen food. Other features: Storage tray, interior floodlight, sturdy steel wire cabinet shelves. Polarsphere cold-making unit gives long, trouble-free service. 34½" h, 24" w. RETAIL **$239.95.**





Kelvinator KCH-21
20.9 Cu. Ft. Chest Freezer
Two steel wire dividers for easy-to-find storage convenience, can be inserted anywhere in chest. Two roomy storage baskets, lifts out for easy access to lower storage space. Temperature control, safety lid latch and lock, interior floodlight, safety signal light. 36½" h, 76" w, 32" d RETAIL **$549.95.**

Kelvinator KCH-15
15 Cu. Ft. Chest Freezer
525 lbs. storage capacity. Five surface refrigeration. Two storage baskets lift out for easy access to lower storage space. Thermostat control, safety lid latch and lock, interior floodlight, safety signal light. 36" h, 56¾" w, 30¾" d. RETAIL **$429.95.**
KCH-10—10 cu. ft. freezer **$359.95.**



Kelvinator KVH-14
14 Cu. Ft. Upright Freezer
Four fast-freezing shelves, roll-out storage basket, interior floodlight, temperature control dial. Refrigerated top plate assures maximum refrigeration. Safety signal light. Magic-Stor provides ready access to all five door shelves, safety door latch. 63" h, 31" w, 29" d. RETAIL **$549.95.**

Kelvinator KVH-18
18 Cu. Ft. Upright Freezer
Refrigerated top plate assures maximum refrigeration. Adjustable shelf, drop-down shelf fronts, three fast-freezing shelves, roll-out storage basket, safety door latch, in-the-door-floodlight. 61¾" h, 31¾" w, 33¾" d. RETAIL **$569.95.**
KVH-9—8.6 Cu. Ft. Upright freezer **$199.95.**

**Available in Bermuda pink, buttercup yellow, spring green or surf turquoise.*

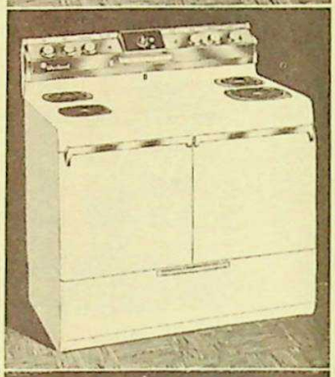
RCA Whirlpool

Blessed is he who expects nothing,
for he shall never be disappointed.
. . . Jonathan Swift

RCA Whirlpool E-299*
"Imperial"
40" Electric Range
Designed with 2 big baking ovens. Top elements and rod-type bottom elements pull out for easy cleaning. Indicator lights on panel. 2 radiant-heat broilers, 2 broiler pans. Built-in Bar-B-Kewer oven, automatic rotisserie. 49¼" h, 40" w, 28¼" d. RETAIL **$529.95.**

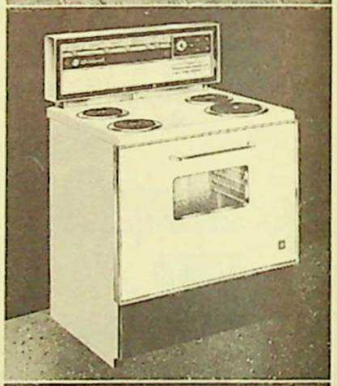
RCA Whirlpool E-295*
"Imperial"
40" Electric Range
New easiest-to-see, easiest-to-set controls. Built-in Bar-B-Kewer oven with low radiant heat to seal in natural juices and flavor. Built-in griddle, balanced heat oven, smokeless broiler, Monotube surface units. 49¼" h, 40" w, 28¼" d. RETAIL **$449.95.**

RCA Whirlpool E-291
"Supreme"
40" Electric Range
With built-in griddle, deep-well cooker. Super-fast cooking — left front unit has infinite-heat speed control that produces cooking heat selected in less than 27 seconds, balanced-heat oven, smokeless broiler. 49¼" h, 40" w, 27¾" d. RETAIL **$369.95.**



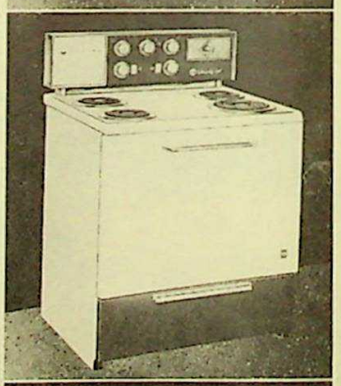
RCA Whirlpool E-287
"Custom"
40" Electric Range
With built-in Bar-B-Kewer oven — low radiant heat seals in natural juices and flavor. 2 radiant-heat broiler, 2 oven lights with push-button switch on control panel, 2 appliance outlets. Balanced-heat oven, monotube surface units. 45" h, 40" w, 27¾" d. RETAIL **$339.95.**

RCA Whirlpool E-283
"Custom"
40" Electric Range
Balanced-heat oven—constantly circulating heat eliminates hot and cold spots. Aluminum liners precut and custom shaped to fit reflector bowls for easy cleaning. Automatic clock and timer, 7-heat Monotube units. 45" h, 40" w. 27¾" d. RETAIL **$249.95.**

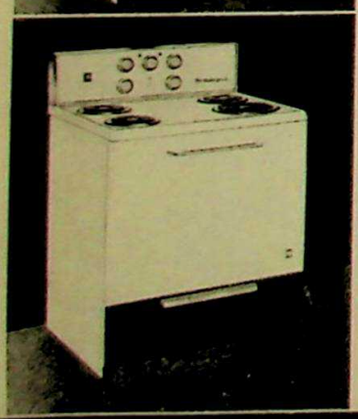


RCA Whirlpool E-378*
"Mark XXX"
30" Electric Range
Fluorescent top light, cooking guide on control panel. Exclusive guide-lite controls, infinite-heat selection, automatic clock. New thin jetubes surface units. Thermostatically controlled griddle, built-in Bar-B-Kewer, rotisserie. 48½" h, 30" w. 27" d. RETAIL **$429.95.**

RCA Whirlpool E-376
"Imperial"
30" Electric Range
Exclusive guide-lite controls, infinite heat selection, automatic clock, 2 appliance outlets. New thin jetubes surface units, thermostatically controlled griddle, built-in Bar-B-Kewer, radiant-heat broiler, balanced-heat oven. 48½" h, 30" w, 27" d. RETAIL **$319.95.**



RCA Whirlpool E-372
"Custom"
30" Electric Range
Fluorescent top light. 7 settings on all surface units. Automatic clock, 2 appliance outlets, thin jetube surface units, balanced-heat oven, radiant-heat broiler, counterbalanced oven door. oven light. 46" h, 30" w, 27" d. RETAIL **$239.95.**

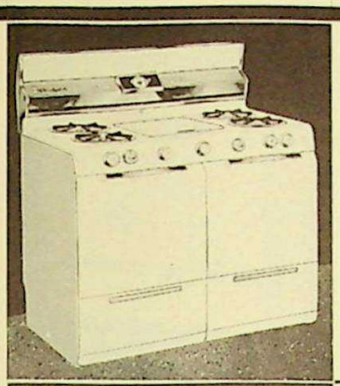


RCA Whirlpool E-370
"Deluxe"
30" Electric Range
7 settings on all surface units. Thin jetubes surface unit elements, dispos-a-bowls, balanced-heat oven, radiant-heat broiler, multi-level rack positions. Counterbalanced oven door, oven light controlled by push-button. 44½" h, 30" w, 27" d. RETAIL **$209.95.**

RCA Whirlpool E-371
"Custom"
30" Electric Range
Illuminated range top, top element and rod-type bottom element pull out for easy cleaning. Appliance outlet. Radiant-heat broiler, balanced-heat oven, counterbalanced oven door. Control knobs ribbed for easy gripping. 45" h, 30" w, 27¾" d. RETAIL **$189.95.**

Executive ability is deciding quickly
and getting somebody else to do the work.
. . . J. G. Pollard

RCA Whirlpool



RCA Whirlpool G-330*
"Imperial"
40" Gas Range
Fully illuminated control panel, thermostatically controlled top burners, quik-lite pilots, tilt-proof grates, built-in griddle, balanced heat oven, control knobs, built-in bar-b-kewer, waist high broiler. 49¼" h, 40" w, 27¾" d. RETAIL **$405.95.**

RCA Whirlpool G-328
"Custom"
40" Gas Range
Illuminated range top, appliance outlet, infinite-heat Hi-Lo top burners, tilt-proof grates, built-in griddle, control knobs, balanced heat oven, built-in Bar-B-Kewer, waist-high broiler. counter-balanced oven door. 45" h, 40" w, 27¾" d. RETAIL **$349.95.**

RCA Whirlpool G-324
"Deluxe"
40" Gas Range
Convenient illumination or range top, electric clock and timer, appliance outlet, infinite-heat top burners, quik-lite pilots, control knobs, balanced-heat oven, 5 position broiler, counterbalanced oven door. 44¼" h, 40" w, 26¾" d. RETAIL **$267.95.**

RCA Whirlpool G-318*
"Imperial"
30" Gas Range
Fluorescent top light, electric clock and timer, infinite-heat top burners, two center simmer burners, thermostatically controlled left front burner, 24" oven. 49¼" h, 30" w, 27¾" d. RETAIL **$310.95.**
G-316 less thermostatically controlled top burner **$293.95.**

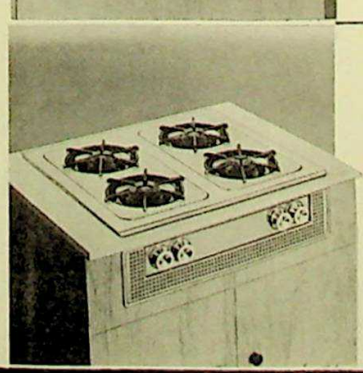
RCA Whirlpool G-312
"Custom"
30" Gas Range
Convenient illumination of range top, electric clock and timer, appliance outlet, infinite-heat Hi-Lo top burners, tilt-proof grates, dispos-a-bowls, 24" balanced-heat oven, 5 position broiler, control knobs. 45" h, 30" w, 27¾" d. RETAIL **$246.95.**

RCA Whirlpool G-310
"Deluxe"
30" Gas Range
Range top light, electric clock and timer, infinite-heat Hi-Lo top burners, 24" balanced-heat oven, 5 position broiler, counter-balanced oven door, appliance outlet, quik-lite pilots, divided cooking top. 44" h, 30" w, 26¾" d. RETAIL **$178.95.**

RCA Whirlpool E681
Electric Built-In Oven
Built-in oven puts everything at work-saving, stand-up level, controls, oven window, broiler and door within arms reach, automatic clock control of oven and appliance outlet, balanced-heat oven with radiant-heat smokeless oven broiler, stainless steel with chrome trim. 28¼" h, 22¾" w, 23" d. RETAIL **$179.95.**

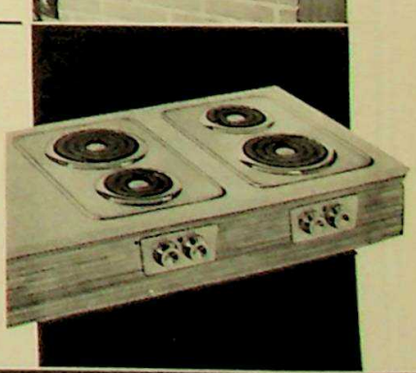
RCA Whirlpool G-661
Gas Built-In Oven

At work-saving stand up level, balanced heat bake oven with glass fiber heat-seal bakes and browns perfectly, heat-proof oven window, oven floodlight, waist-high smokeless, drawer broiler, eye-level oven controls, air vent, white porcelain with chrome trim. 33¼" h, 22½" w, 22" d. RETAIL **$174.95.**



RCA Whirlpool G-670
Gas Surface Unit
4 Hi-lo burner unit have handy porcelain spill over trays that hold up to pint of liquid, entire unit lifts out and easily detached for cleaning, front mounted control panel doubles for cooling vent 7 control center, white porcelain with stainless steel panel and frame. RETAIL **$89.95.**

RCA Whirlpool E691
Electric Surface Unit
7-heat Monotube element provides perfect cooking temperature, control panel can be installed in any convenient location, 2-element arrangement in 6" and 8", control panel in copper-tone design and elements in satin-finish stainless steel. RETAIL **$74.95.**



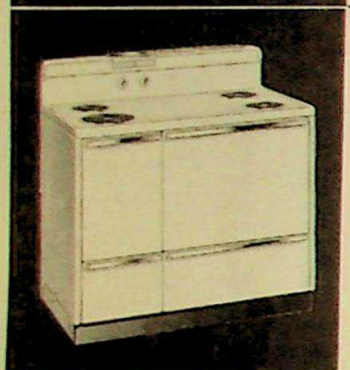
**Available in pink or yellow—additional $10.00.*

GENERAL ELECTRIC

To love and win is the best thing;
to love and lose the next best.
. . . William M. Thackeray

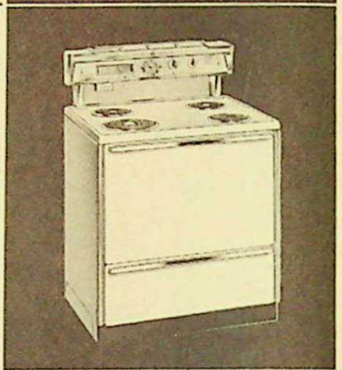
GE J-408-R*
"Liberator"
40" Electric Range
Set slide control for any heat and cook automatically. Two automatic units in one—6" and 8" units. Powerful 2600-watt capacity. Recessed oven light, focused heat broiler. Touch key to switch units on and off, roast and broil automatically. 40" w, 47¼" h, 25½" d. RETAIL **$569.95.**

GE-J-402-R*
"Stratoliner"
40" Electric Range
Bake, broil, roast automatically. Removable oven door for easy cleaning, selector switch, electric meat thermometer dial. 40" w, 47¼" h, 25½" d. RETAIL **$499.95.**
J-407-R same as above less selector switch, plug in for grill, meat thermometer dial **$329.95.**



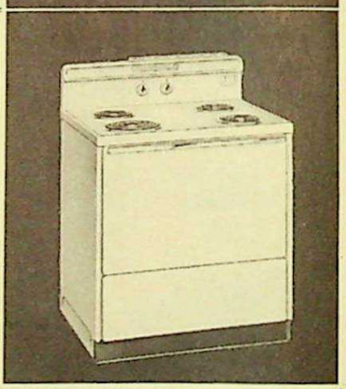
General Electric J-403-R
"Stewardess"
40" Electric Range
Fingertip pushbutton controls. Five controlled heats from warm to high on each surface unit. Giant 2600-watt unit heats pans fast, starts cooking fast. Features "no-drip" cooktop, focused heat broiler, new removable oven door. 40" w, 44¼" h, 24½" d. RETAIL **$229.95.**

GE J-304-R*
"Spacemaker"
30" Electric Range
Controls for every cooking operation at fingertips, plug-in for automatic grill, electric meat thermometer, removable oven doors for easy cleaning, two appliance outlets, bake, broil and roasts automatically. 30" w, 47¼" h, 25½" d. RETAIL **$419.95.**



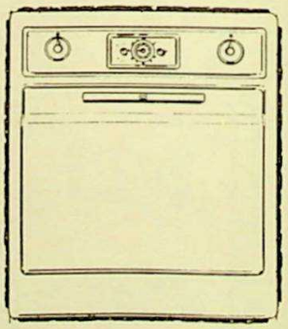
GE J-303-R
"Spacemaker"
30" Electric Range
Automatic oven and minute timer, fingertip pushbutton controls to switch units on and off, "no-drip" raised edge cooktop, removable oven door for easy cleaning, broiler unit lifts out, washable in sink. 30" w, 44¼" h, 25½" d. RETAIL **$259.95.**

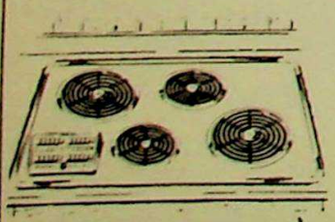
GE J-301-R
"Spacemaker"
30" Electric Range
Fingertip pushbutton controls, extra high-speed unit, focused heat broiler, "no-drip" raised edge cooktop, removable oven door for easy cleaning. 30" w, 44¼" h, 25½" d. RETAIL **$199.95.**
J-299-R, same as above without de-luxe features **$149.95.**



GE-J-508-R
"Deluxe" Built-in Oven
Automatic rotisserie, electric meat thermometer, "see-thru" oven door, satin chrome. 15" h, 21" w, 18" d. RETAIL **$249.95.**
J-507-R same as above, mix or match colors" **$239.95.** Same as above less window, satin chrome **$209.95.** Same as above less window, mix or match colors" **$199.95.**

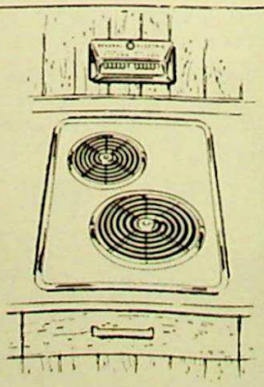
GE-J-502-R
21" Built-In Ovens
An oven with rotisserie, an electric meat thermometer, with plain or window door, focused heat broiler, visible top mounted controls, satin chrome. Floodlighted porcelain interior. 15" h, 21" w, 18" d. RETAIL **$179.95.**
J-501-R, same as above, mix or match colors* **$169.96.**





GE J-556-R
Cook Tops
4 unit cooktop with built-in push-buttons, stainless steel. RETAIL **$129.95.**
J-555-R, same as above, mix or match colors* **$119.95.**
J-552-R, same as above with remote control panel, stainless steel **$139.95.**
J-551-R, same as above with remote control panel, mix or match colors* **$129.95.**

GE J-554-R
Cook Tops
Budget-priced but top efficiency. Reversible 2 unit cooktop may be used single or in pairs, remote control panel with five-heat, six-position push button, master light indicator, flush-counter sink-rim installation, both extra high speed units, stainless steel. RETAIL **$89.95.**



**Available in canary yellow and turquoise green at no additional cost.*
***Mix or Match colors are Turquoise Green, Petal Pink, Canary Yellow, White, Woodtone Brown.*

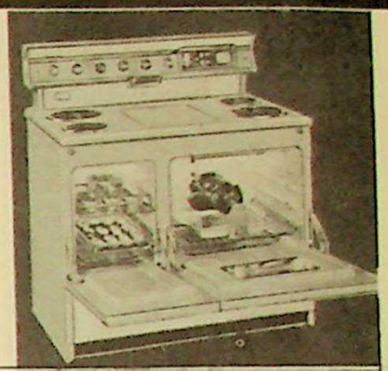
The people sensible enough to give good advice are usually sensible enough to give none.

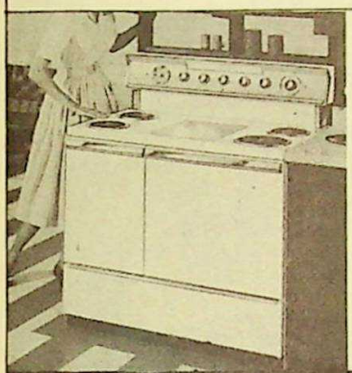
. . . Eden Phillpotts

Admiral®

"HOT SPOT" SURFACE UNIT Perfect for quick meals when seconds count. Admiral's special "Hot Spot" surface unit gets red hot in just seconds! Brings water to a quick boil, melts butter instantly.

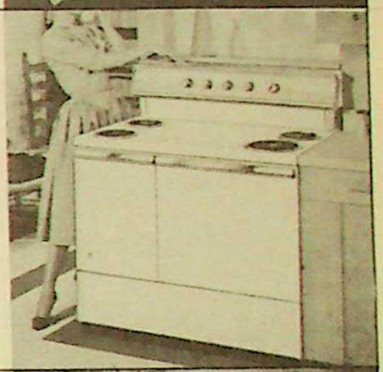
Admiral 4089*
"Imperial" Double Oven
40" Range
Slimline built-in look. Precise Flex-o-Heat controls, automatic meat thermometer, automatic timer clock, divided recessed top, infra-red broiler. 47¾" h, 40" w, 26½" d. RETAIL **$529.95.**
4087* — As above, single oven **$449.95.**

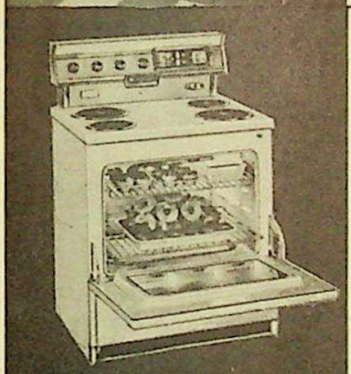




Admiral 4085
Automatic Family
40" Range
Lighted control panel, automatic timer clock, divided recessed top, built-in griddle. Super-speed Microtube units, single dial oven control with automatic pre-heat. Infra-red broiler, giant economy oven, two storage drawers. 47" h, 40" w. 26½" d. RETAIL **$299.95.**

Admiral 4081
"Deluxe" Automatic
40" Range
Seven heat settings including special simmer heat. Single dial oven control with automatic pre-heat. Divided recessed top. Super-speed Microtube units. Removable oven door, giant oven with balanced heat. 47" h, 40" w, 26½" d. RETAIL **$219.95.**



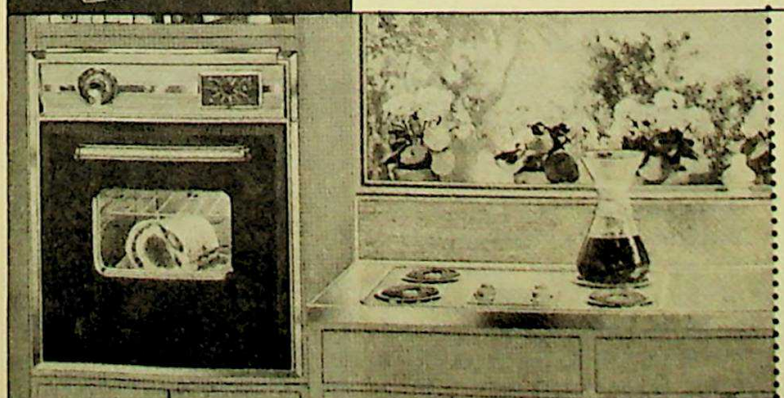


Admiral 3087*.
"Imperial" Automatic
30" Range
Flex-O-Heat controls, automatic roast meat thermometer, automatic timer clock. Divided recessed top. Super-speed Microtube surface units. Automatic temperature control surface unit. Removable oven door, window oven. 47¾" h, 30" w, 26½" d. RETAIL **$399.95.**

Admiral 3084
Automatic Step Up
30" Range
Lighted control panel, automatic timer clock, divided recessed top, Super-speed Microtube surface units. Non-fogging look-in picture window oven, removable oven door, full length storage drawer, 7 heat settings for surface units. 47" h, 30" w, 26½" d. RETAIL **$299.95.**

Admiral 3082
Deluxe
30" Range
7-Heat surface unit controls, single dial oven temperature control with automatic pre-heat. Automatic electric timer clock, divided recessed top. Super-speed Microtube surface units, infra-red broiler, removable oven door. 47" h, 30" w, 26½" d. RETAIL **$249.95.**

Admiral 3081
Deluxe Automatic
30" Range
Four 7-heat surface heat controls, single dial oven control with automatic pre-heat. Divided recessed top. Super-speed Microtube surface units. Large oven has true balanced heat, removable oven door. 47" h, 30" w, 26½" d. RETAIL **$199.95.**



Admiral O-24*
Custom Built-In Oven
Convenient picture window. Single dial thermostatic oven control, automatic electric timer clock and minute timer. Oven signal light on control panel. Charcoal type infra-red broiler. Oven floodlight turns on when door is opened. Coppertone RETAIL **$189.95***. Chrome **$199.95.**

Admiral SE-33*
Custom Built-In Surface Units
Water-tight grease-tight mounting rims. Flex-O-Heat surface unit controls, 7-heat switches, embossed control knob splash area, surface unit signal lights. Super-speed Microtube surface units. Coppertone. RETAIL **$109.95*** Stainless steel **$119.95.**

**Also available in exterior colors of Sea Mist Green, Primrose Yellow or Shell Pink at No Extra Charge.*

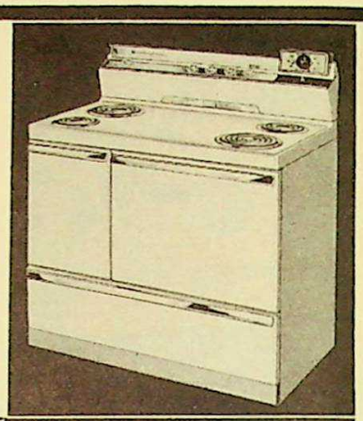
Westinghouse

One pound of learning requires ten pounds of common sense to apply it.

. . . Persian Proverb

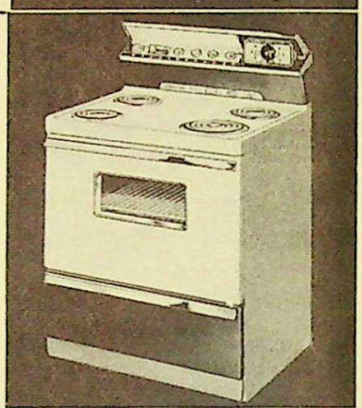
Westinghouse AL-40
"Imperial" Double-Oven
40" Electric Range
Completely new! "Color-glance" controls with five marked heat settings. Roast guard unit assures meats cooked to your taste. All surface and oven units plug-out for easy cleaning. 40" w, 47½" h, 26" d. White. RETAIL **$539.95.** Aqua, Yellow or Pink. **$549.95.**

Westinghouse BL-40
"Ambassador"
40" Electric Range
Super deluxe control panel, single-dial oven controls, two infrared broilers, plug-out units for easy cleaning, roast guard assures meats done to your taste. White. 40" w, 47½" h, 26" d. RETAIL **$379.95.** Aqua, Yellow or Pink. **$389.95.**



Westinghouse CL-40
"Aristocrat"
40" Electric Range
Rotary controls on surface units show 5 marked heat settings, plug-out units for easy cleaning, infrared broiler, divided top for extra work space, spread-even heaters for perfect baking, appliance outlet. White. 40" w, 45" h, 26" d. RETAIL **$229.95.**

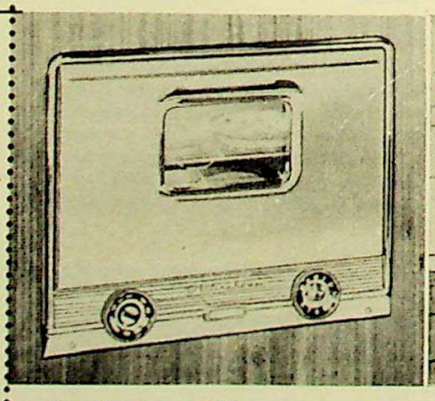
Westinghouse AL-30
"Imperial"
30" Electric Range
Perfect baking every time with Corox spread-even heaters, super deluxe control panel, full-width fluorescent light, roast guard, infrared broiler, look-in window on oven door. White. 30" w, 47½" h, 26" d. RETAIL **$369.95.** Aqua, Yellow or Pink. **$379.95.**

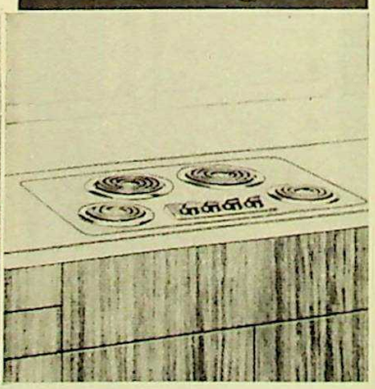


Westinghouse BL-30
"Ambassador"
30" Electric Range
The shape of tomorrow with built-in look, deluxe control panel, infrared broiler, automatic oven light, plug-out units for easy cleaning, automatic surface unit never lets you overcook. White. 30" w, 47½" h, 26" d. RETAIL **$299.95.** Aqua, Yellow or Pink. **$309.95.**

Westinghouse CL-30
"Aristocrat"
30" Electric Range
Dramatically different, completely new, makes baking perfect with spread-even heaters, rotary controls, plug-out units for easy cleaning, infrared broiler, single-dial oven control, divided top for extra work space. White. 30" w, 45" h, 26" d. RETAIL **$219.95.**

Westinghouse KL-21
"Coronet" Speed
21" Electric Range
The slim, trim floor space saver, removable tubular Corox oven heater, easy-to-use single dial oven control, lift-up type surface unit for easy cleaning, infrared broiling seals in flavor, appliance outlet. White. 21" w, 40" h, 26" d. RETAIL **$179.95.**





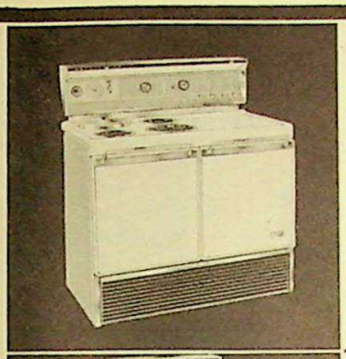
Westinghouse OH
"Deluxe"
Built-In Oven
Brings stunning new built-in beauty to your kitchen, new convenience to your cooking . . . yet so simple to install. Just what the modern housewife looks for in today's smart, liesure living plans. New concept in oven cooking, huge 24" wide oven, look-in window, single dial oven control, miracle seal of fiberglass around oven door. RETAIL **$179.95.**

PH—Platform Cooking Top. 4 super Corox units, exclusive plug-in units, color-glance controls **$99.95.**

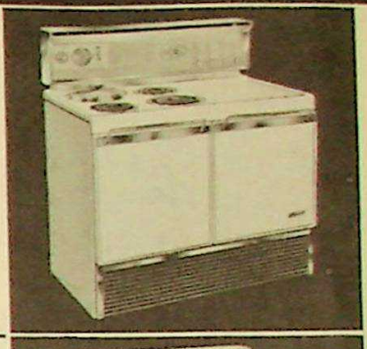
Nature has given women so much power that the law has very wisely given them very little.

. . . Samuel Johnson

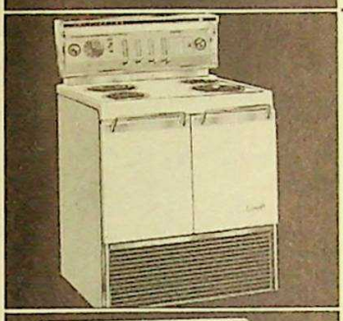
FRIGIDAIRE



Frigidaire RCI-75-58
"Custom Imperial"
40" Electric Range
Easy-view illuminated control panel, roasts done to a turn with meat tender control, spatter-free broiler grill, 4 heat surface units, extra oven with Radiantube broiler. Automatic timer controls oven, rotisserie, outlets. 48¾" h, 40" w, 29" d. RETAIL **$549.95***†



Frigidaire RI-55-58
"Imperial"
40" Electric Range
Easy-clean automatic control panel with use instructions, electric automatic meat tender, automatic Cook-Master timer oven controls, rotisserie and appliance outlet. Speed heat unit cuts cooking time. 48¾" h, 40" w, 29" d. RETAIL **$439.95***†.



Frigidaire RI-39-58
"Imperial"
30" Electric Range
Glare-free cooking top lamp, automatic control panel with use-instructions. Automatic meat tender for perfect roasts. Built-in electric clock, appliance outlet, full width oven with french doors, even-heat oven. 48¾" h, 30" w, 28½" d. RETAIL **$399.95***†

Frigidaire RD-71-58
"Deluxe"
40" Electric Range
Easy to clean automatic control panel with use instructions, glare-free cooking-top lamp. Automatic Cook-Master timer controls oven and appliance outlet. Even heat oven with high speed Radiantube broiler. White. 47½" h, 40" w, 28" d. RETAIL **$349.95**

Frigidaire RD-20-58
"Deluxe"
40" Electric Range
Automatic control panel that's easy to clean. Cook-Master timer controls oven and appliance outlet. Even-heat oven with high speed Radiantube broiler, time signal with continuous buzzer, appliance outlet. White. 47½" h, 40" w, 28" d. RETAIL **$259.95**

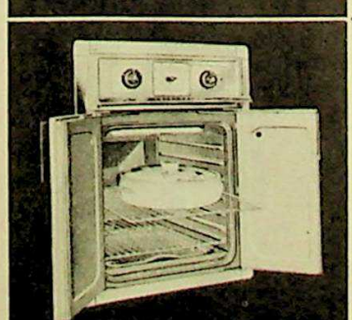
Frigidaire RD-39-58
"Deluxe"
30" Electric Range
Clean-easy automatic control panel with use instructions, glare-free cooking top lamp. Automatic Cook-Master timer to control oven and appliance outlet, built-in clock, even heat oven. Full width storage drawer. White. 47½" h, 30" w, 28½" d. RETAIL **$299.95**

Frigidaire RD-38-58
"Deluxe"
30" Electric Range
Automatic control panel with use instructions, Cook-Master automatic oven control, full-width cooking top lamp, 4 Radiantube surface units, full width oven, high speed Radiantube broiler, appliance outlet. White. 47½" h, 30" w, 28¼" d. RETAIL **$229.95**

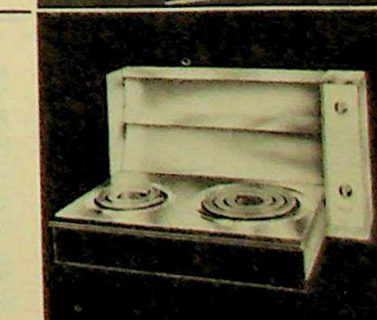
Frigidaire RS-10-58
"Super"
40" Electric Range
Easy to use control panel, "bake" signal light, appliance outlet, 4 Radiantube surface units, even heat oven with high speed Radiantube broiler, single width storage drawer, aluminum broiling and roasting pan. White. 47½" h, 40" w, 28" d. RETAIL **$209.95**

Frigidaire RS-30-58
"Super"
30" Electric Range
Full width control panel, signal light for oven, appliance outlet, 4 Radiantube surface units, even heat oven with high speed Radiantube broiler with aluminum broiling and roasting pan, full-width oven. White. 47½" h, 30" w, 28¼" d. RETAIL **$199.95**

Frigidaire RAW-4-58
Apartment Size
21" Electric Range
"Bake" signal light for oven, appliance outlet, 4 Radiantube surface units, even heat oven with broiling unit, enamel broiling and roasting pan. 42" h, 21" w, 27" d. RETAIL **$199.95**
RAW-3-58. Same as above with 3 surface units. **$189.95**



Frigidaire RBW-91
"Imperial Wonder"
Wall Oven
Three separate heating units can form two separate ovens. Automatic oven control. White, Chrome, Yellow, Pink, Gray or Green. RETAIL **$199.95**
RBW-92—"Super". With two heating units. **$139.95**
RBW-90. "Imperial". With two heating units, two speed electric timer. **$169.95**



Frigidaire RBW-80
"Fold-Back Radiantube Units
6" and 8" Radiantube surface units with control panel at right. 24" w, 15" h, 17½" d. RETAIL **$89.95**
RBW-81. With control panel on left. **$89.95.**
RBW-82. One 6" speed-heat unit and one 8" heat-minder unit. **$119.95**
RBW-83. One RBW-80 and one RBW-81 assembled as one unit. **$169.95**

**Available in turquoise, yellow, pink or gray at prices shown.*
†Rotisserie available at extra cost.

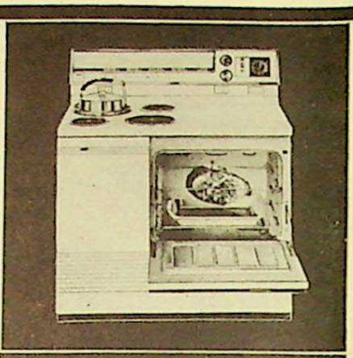
Hotpoint

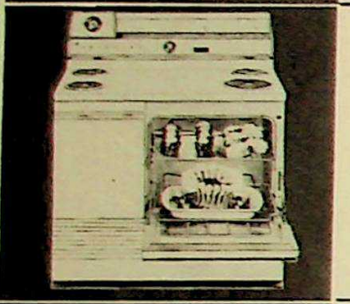
Great minds must be ready not only to take the opportunities, but to make them.

. . . C. C. Colton

Hotpoint RC 601*
"Super Deluxe" Automatic
39" Electric Range
Luxuriant beauty with deluxe styling, color-lighted pushbuttons, mealtimer, oven timing clock, "Thawer oven" thaws frozen foods and bakes too, musical meat thermometer, "super 2600" calrod surface units, double oven. 49½" h, 39" w, 26" d. RETAIL **$549.95.**

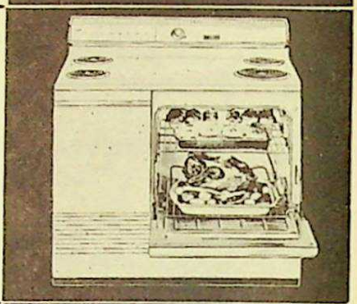
Hotpoint RC 401*
"Deluxe" Automatic
39" Electric Range
Beautiful to look at with "black magic" control panel. Coffee-perk makes up to 25 cups at a time. Also "Rota-Grill" rotisserie, "super 2600" calrod surface unit. 47¼" h, 39" w, 26" d. RETAIL **$409.95.**
RC 301* same as above less rotisserie and coffee perk **$329.95.**

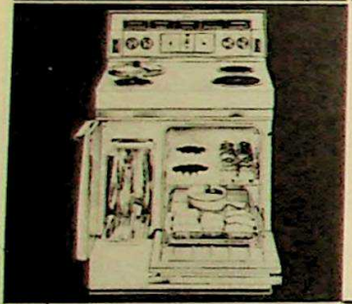




Hotpoint RC 211
39" Automatic Electric Range
Beautiful, functional, convenient pushbutton cooking. Wide super oven, "super 2600" calrod surface unit, "touch open" storage drawer, fluorescent lamp lighting. Automatic oven temperature control, oven timing clock cooks your meals and turns oven off. 49½" h, 39" w, 26" d. RETAIL **$279.95.**

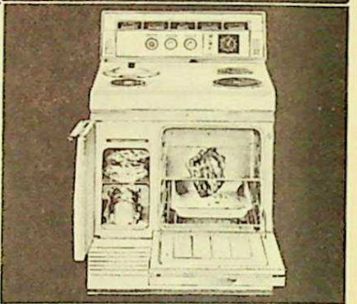
Hotpoint RC 101
39" Automatic Electric Range
Wonderful convenience features at budget price. Pushbutton cooking, "super-26" calrod surface unit, wide super oven, automatic oven temperature control, oven signal light, roomy storage. 43" h, 39" w, 26" d. RETAIL **$239.95**
RC 111 Standard model 39" range **$214.95.**

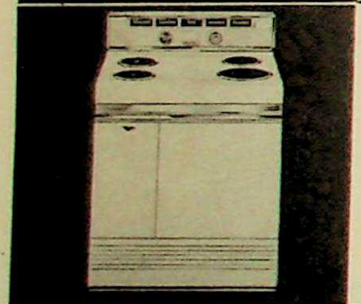




Hotpoint RB 601*
"Super Deluxe"
30" Electric Range
Two-oven convenience in just 30" of space, silver grey "calrod" super oven, "twin-glo" broiler, "black magic" control panel styling, automatic oven timing clock, mealtimer, color lighted pushbuttons, rotisserie. 46½" h, 30" w, 25½" d. RETAIL **$439.95.**

Hotpoint RB 301*
"Deluxe"
30" Electric Range
"Black magic" control panel styling, pushbuttons, automatic oven timing clock, minute timer, thrift cooker, silver grey calrod super oven, thrifty warming oven, roto-grill rotisserie, full width storage drawer. 43¾" h, 30" w, 25" d. RETAIL **$349.95.**





Hotpoint RB 201
"Super" Automatic
30" Electric Range
"Black magic" control panel styling at a budget price, pushbuttons, "super-2600" calrod surface unit, silver grey calrod super oven, "crisper-stor" compartment. 43¾" h, 30" w, 25" d. RETAIL **$229.95.**
RB 101 Standard 30" electric Range **$179.95.**

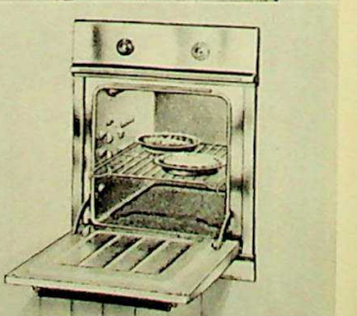
Hotpoint RA 101
Apartment Size
Electric Range
A compact 19½" electric range for small kitchens. Full width all-calrod silver grey master oven, super calrod units, rota switches. 3 surface units. RETAIL **$179.95.**
RA 301 same as above with 4 surface units and appliance outlet. **$194.95.**

Hotpoint RLG 701
"Super Deluxe" Bi-Level
Built-In Oven
Two complete ovens in a single unit, roast-right thermometer, rota-grill rotisserie, black magic control panel, Panorama window, handi-raise broiler shelf, calrod bake and broil units, automatic timing clock. Colortones. RETAIL **$389.00.** In chrome **$400.00.**

Hotpoint RJG 601
"Super Deluxe"
Built-In oven
Offers every deluxe cooking feature, roast-right thermometer for precise roasting, rota-grill rotisserie, panorma window, handi-over grill and handi-raise shelf for better broiling, black magic control panel. Colortones. RETAIL **$229.00.** In chrome **$240.00.**

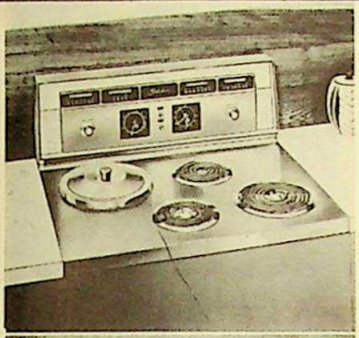
Hotpoint RJG 201
"Deluxe"
Built-In Oven
Offers deluxe cooking features at moderate cost. Timing clock and minute timer in black magic control panel, panorama window, interior light, indicator light, calrod bake and broil units, silver-grey porcelain liner. Colortones. RETAIL **$178.00.** In chrome **$189.00.**

Hotpoint RJ 111
Standard Built-In Oven
Lowest priced oven offers the same big capacity and same quality construction as deluxe models, Calrod units give charcoal-type broiling, balanced-heat baking, pull out for easy cleaning of silver-grey porcelain interior. Colortones. RETAIL **$135.00.** In chrome **$145.00.**

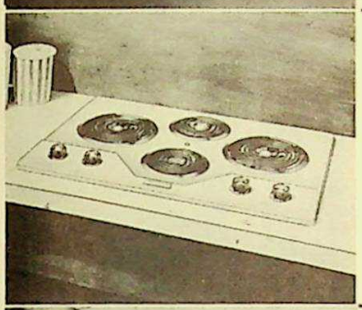


** Available in Sunburst yellow, coral pink, meadow green or woodlawn brown for $10.00 additional.*

Hotpoint SURFACE COOKING SECTIONS

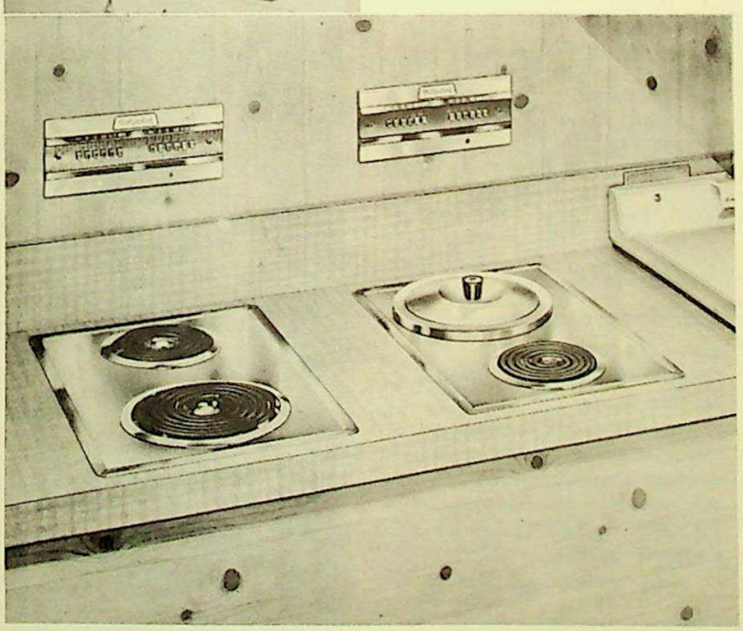


Hotpoint RMC 701
"Super Deluxe"
Surface Stack-On Unit
Finest surface cooking section with automatic features, Black magic control panel, automatic mealtimer, "super 2600" calrod cooking units, color-lighted pushbuttons, deepwell thrift cooker, fluorescent lamp. Stainless steel. RETAIL **$264.00.**



Hotpoint RN 101
4 Unit Surface Section
This model fits into a 30" base cabinet, has "super 2600" calrod that heats instantly. Silver-contact roto-switches provide 5 measured heats, each color-keyed to medallion in center of unit it controls. Indicator light. In 4 colortones. RETAIL **$115.00.** In stainless steel **$130.00.**

Hotpoint RN 301
4 Unit Surface
With Pushbutton
Most compact 4-unit surface section. Pushbutton provides 5 measured heats, color-keyed. Large unit is "super 2600" calrod. Interwound coil design. Cooking top has squared mounting frame. 4 colortones. RETAIL **$116.00.** In stainless steel **$131.00.**

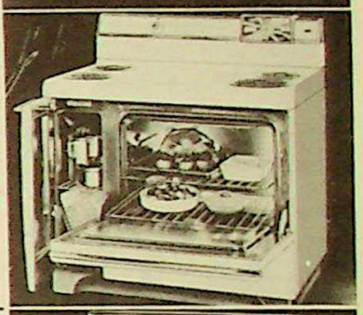


Hotpoint RKC 501
2 Unit Surface Section
Instant-heating "super 2600" calrod with interwound coil design. Units are operated by remote control, color-lighted pushbuttons, each bank of pushbuttons is color-keyed to unit it controls. Squared mounting frame secures cooking top tightly. Stainless steel. RETAIL **$85.00.**

Hotpoint RKC 601
Surface Unit
With Deep Well Cooker
Features six quart aluminum kettle. Raisable rear unit has interwound coil design, front unit has heat pattern for small utensils. Remote control, color-keyed to units they control. Squared mounting frame provides tight seal. In stainless steel. RETAIL **$96.00.**

PHILCO

Philco SS-4086
40" Electric Range
Divided top arrangement of surface units, full-width chrome and gold control panel, high full-width fluorescent cooking light. Handy timer clock controls. Automatic oven and "timed" outlet, Deluxe easy-set oven thermostat with warm setting. 49" h, 25½" d, 40" w. RETAIL **$349.95.**



Philco SS-4084
40" Electric Range
Divided top arrangement of surface units, full-width chrome and gold control panel. Easy-set oven thermostat with warm setting, broiler pan with reversible chrome rack, appliance outlet controlled by clock. Lifetime titanium porcelain exterior. 46" h, 25½" d, 40" w. RETAIL **$239.95.**

Philco SS-4082
40" Electric Range
Handsome satin finish metal control panel, 5 heat silver contact surface switches. Rod type bake unit lifts up for easy cleaning. Porcelain broiler pan and metal rack, lifetime titanium porcelain exterior, appliance outlet, storage compartment. 42" h, 25½" d, 40" w. RETAIL **$229.95.**

Philco SS-3087
30" Electric Range
Push-button surface unit switches, high full-width fluorescent cooking light. Timer clock controls automatic oven and timed appliance outlet, One hour interval timer. Nylon roller-bearing storage drawer. Rod type bake unit lifts up for easy cleaning. 48¼" h, 26¼" d, 30" w. RETAIL **$339.95.**

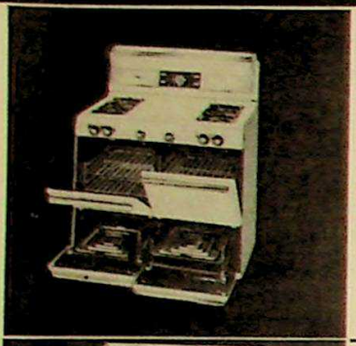
Philco SS-3084
30" Electric Range
Inclined control panel, 5-heat silver contact surface switches, oven indicator pilot light. Automatic timer clock, a must in every home. Wide storage drawer, concealed oven vent. 44¼" h, 26¼" d, 30" w. RETAIL **$229.95.**
SS-3082. Same as above less automatic timer clock. **$224.95.**

Philco SS-2085
20" Electric Range
Appliance outlet, easy-set thermostat with warm position. One-piece top and control panel, oven indicator light, oven rack position indicator. Broiler pan and rack, concealed oven vent. Lifetime titanium porcelain exterior, easy-lift baking unit. 40½" h, 25½" d, 20" h. RETAIL **$199.95.**

CROWN

Nothing adds to a man's leisure time like doing things when they're supposed to be done.

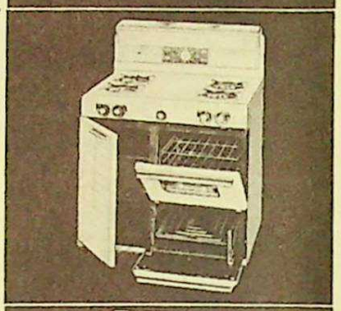
. . . O. A. Battista



Crown 44-21*
"Regal" 2 Oven
40" Gas Range
Unlimited oven and broiling capacity. Micro-Lite center-simmer top burner, all chrome shelf, fluorescent lamp, electric clock with 4-hour interval timer, automatic oven heat controls, divided cooking top. 49" h, 40" w, 26½" d. RETAIL **$369.95.**

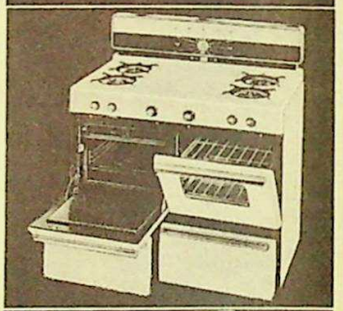
Crown 44-31*
"Regal" with High Broiler
40" Gas Range
Full-view hi-broiler and auxiliary broiler. Micro-Lite center simmer top burners, all-chrome shelf, fluorescent lamp, electric clock with 4-hour interval timer, safety lock valve on top burners, automatic oven heat control. 49" h, 40" w, 26½" d. RETAIL **$344.95.**

Crown 44-11*
"Regal" Single Oven
40" Gas Range
All-chrome shelf, Micro-Lite center-simmer top burners, fluorescent lamp, large storage compartment and large storage drawer. Safety lock valves on top burners, top burner caps easily removed for easy cleaning. 49" h, 40" w, 26½" d. RETAIL **$284.95.**

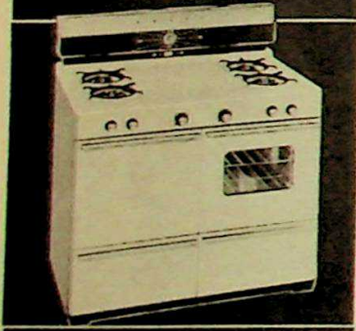


Crown 64-11**
"Regal" Single Oven
36" Gas Range
All-chrome shelf, full width fluorescent lamp, automatic Micro-Lite top burner lighters, four giant center-simmer top burners, safety lock valves on top burners, automatic oven heat control, "even action" oven, storage compartment. 49" h, 36" w, 26½" d. RETAIL **$254.95.**

Crown 34-11**
"Regal" with 24" Oven
30" Gas Range
All-chrome shelf, full width fluorescent lamp, two appliance outlets, automatic Micro-Lite top burner lighters, four giant center-simmer top burners, automatic oven heat control, "even-action" oven, electric light in oven. 49" h, 30" w, 26½" d. RETAIL **$254.95.**



Crown 247-30*
"Deluxe" with Waist High Broiler
40" Gas Range
Fluorescent lamp, electric clock with 4-hour timer, appliance outlet, automatic Micro-Lite top burner lighters, two giant and two standard center-simmer top burners, automatic oven control, "even-action" oven, "full-view" hi-broiler. 46½" h, 40" w, 26½" d. RETAIL **$309.95.**



Crown 247-10**
"Deluxe" Single Oven
40" Gas Range
Automatic Micro-Lite top burner lighters, two giant and two standard center-simmer top burners. Burner caps easily removed for cleaning, "even-action" oven. 46½" h, 40" w, 26½" d. RETAIL **$264.95.**
267-10**--36" Deluxe single oven range **$234.95.**

Crown 237-10**
"Deluxe" with 24" Oven
30" Gas Range
Automatic Micro-Lite top burner lighters, two giant and two standard center-simmer top burners, appliance outlet, electric clock with 4-hour timer, automatic oven control, "even-action" oven, drawer type broiler. 46½" h, 30" w, 26½" d. RETAIL **$234.95.**

Crown DL-7207**
"Deluxe" Kitchenette
21" Gas Range
Roomy cooking top, electric clock with 1-hour timer, appliance outlet, automatic top burner lighters, two giant and two standard center-simmer top burners, automatic oven control, "even-action" oven, drawer type broiler. 21" w. 26½" d. RETAIL **$169.95.**

Crown TH-7601M
"Thriftline" with Minute Minder
36" Gas Range
Divided top model with plenty of storage space and one hour minute minder, automatic top burner ignition, charcoal top burner handles and top grates, chrome door handles, automatic oven heat control, non-tilt oven rack. RETAIL **$169.95.**

Crown TH-7303
"Thriftline" with 24" Oven
30" Gas Range
Space-Saver model only 30" wide, but with King Size oven 24" x 14" x 18". Automatic top burner ignition, charcoal top burner handles and top grates, chrome door handles, automatic oven heat control. 60-minute timer, non-tilt oven racks. RETAIL **$179.95.**

Crown TH-7201
Thriftline Kitchenette
21" Gas Range
Full size cooking capacity in a thrifty priced model. Automatic top burner ignition, charcoal top burner handles and top grates, chrome door handles, automatic oven heat control, sturdily constructed for years of hard service. Non-tilt oven racks. RETAIL **$134.95.**

**Available with automatic oven ignition for additional $40.00.* ***Available with automatic oven ignition for additional $20.00.*

NOTE: Regal and Deluxe line available in pink, yellow, turquoise, woodtone or charcoal finish additional $25.00.

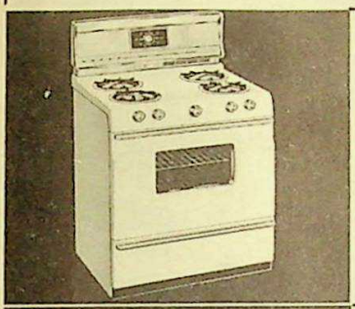
You will never "find" time for anything.
If you want time you must make it.
. . . Charles Buxton

NORGE

ADDITIONAL FEATURES

All Titanium Porcelain exterior . . . White Porcelain Burner Bowls . . . Porcelain Top Grates . . . Drip Pans . . . Thermo-Magnetic Mini-Pilot for Automatic Oven Ignition . . . Flush-to-Wall Design . . . Toe Space . . . Deluxe Trim . . . Leveling Glides . . . Thick Wrap-Around Glass Fiber Insulation.

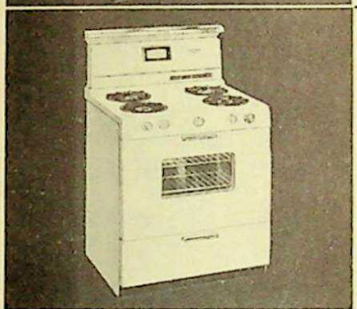
Norge GA-267-CP
"Custom"
36" Gas Range
Complete "matchless" performance—oven and burners light automatically. Full view convenient dial control. Giant 21" oven has even heat for perfect baking and roasting. "Two-in-one" center simmer burners to meet every need. White. 36" w, 48¼" h, 28" d. RETAIL **$349.95.**



Norge GA-237-CP
"Custom"
30" Gas Range
Giant 24½" wide balanced heat oven with picture window. Oven and burners light automatically. Meal sentry heat control watches your cooking, range lamp floods entire cooking surface, surface burners provide measured heats. White. 30" w, 48¼" h, 28" d. RETAIL **$349.95.**

Norge GA-67-S
"Custom"
36" Gas Range

Giant 21" oven with balanced heat to insure perfect baking and roasting. Oven and burners light automatically. Meal sentry watches your cooking, just set it and forget it. Speed broiler, convenient control panel. White. 36" w, 46" h, 28" d. RETAIL **$279.95.**



Norge GA-37-S
"Custom"
30" Gas Range
Giant 24½" oven with balanced heat. Surface burners have tiny micro-lite pilots for rapid ignition plus cool range top. Meal sentry watches your cooking, oven and burners light automatically. Convenient control panel. White. 30" w, 46" h, 28" d. RETAIL **$279.95.**

Norge GA-37-R
"Special"
30" Gas Range
Giant 24½" oven with balanced heat. Oven and burners light automatically. Speed-broiler. Lincoln burner provides best top-of-range cooking. Cast aluminum burners removable for quick cleaning. Convenient control panel. White. 30" w, 46¼" h, 28" d. RETAIL **$219.95.**

Norge E-3620VB
"Futura"
36" Electric Range
New vertical broiler broils meat on both sides at once, seals in juice and reduces shrinkage. Infinite heat controls for surface cooking units and broiler. Meat sentry watches your cooking. White, pink, yellow or green. 36" w, 46¼" h, 28" d. RETAIL **$429.95.**

Norge ED-67
"Custom"
36" Electric Range
Roast thermometer makes your range truly automatic, roasts your meat to perfection. Meal sentry watches your cooking, infinite heat control maintains even, constant heat. "Char-coil" speed broiler. Automatic clock timer. White. 36" w, 48¼" h, 28" d. RETAIL **$349.95.**

Norge ED-37
"Custom"
30" Electric Range
Giant 24½" fully automatic oven with blended heat for perfect baking and roasting, roast thermometer indicates to what degree the meat is done. Hi-speed Micro-Tube surface units. "Char-Coil" broiler. White. 30" w, 48¼" h, 28" d. RETAIL **$329.95.**

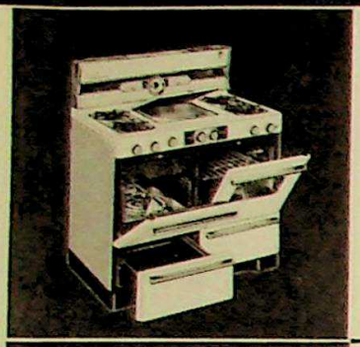
Norge ES-67
"Standard"
36" Electric Range
A high value range with "char-coil" speed broiler, 21" oven with blended heat to insure perfect roasting and baking, 7-speed "ful-vue" controls, hi-speed surface units, roomy storage drawer. Appliance outlet. White. 36" w, 48¼" h, 28" d. RETAIL **$219.95.**

Norge ES-37
"Standard"
30" Electric Range
Giant 24½" blended-heat oven, 7-speed "ful-vue" controls, hi-speed surface units. Elements lift easily for cleaning. "Char-Coil" speed-broiler, appliance outlet. All titanium porcelain exterior. Roomy storage drawer. White. 30" w, 36" h, 28" d. RETAIL **$199.95.**

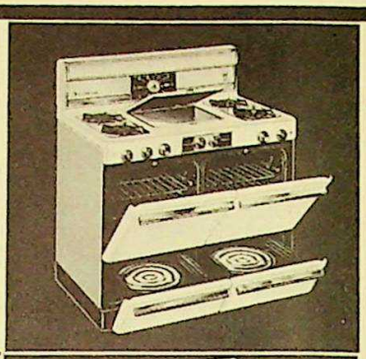
Norge E-2A
Apartment Size
20" Electric Range
Apartment size electric range. Blended heat oven assures uniform heat for perfect baking and roasting. "Char-Coil" broiler, 7 accurate cooking speeds, hi-speed surface units. Elements lift easily for cleaning. White. 20" w, 47½" h, 25" d. RETAIL **$179.95.**

Universal

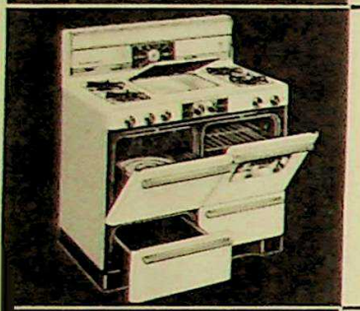
Impatient people are like the bees;
they kill themselves in stinging others.
. . . Francis Bacon



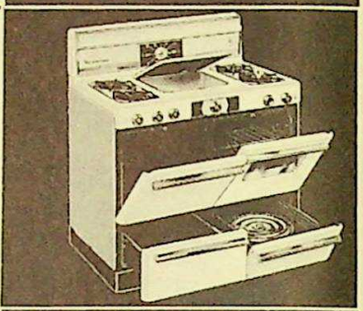
Universal 9192
"Supreme"
40" Gas Range
Burner-with-a-brain maintains precise pre-selected cooking temperature. Automatic heat control griddle; built-in barba-broil rotisserie; Roast-master; oven-control electric clock and interval timer; picture-window oven. 48" h, 40" w, 27½" d. RETAIL **$499.95.**



Universal 9370
"Custom"
40" Gas Range
Thermostatically controlled convertible griddle; burner-with-a-brain maintains precise pre-selected cooking temperature; two 17" super oven thermostatically controlled. two in-a-drawer broiler; electric interval timer clock. 47" h, 40" w, 27½" d. RETAIL **$444.95.**

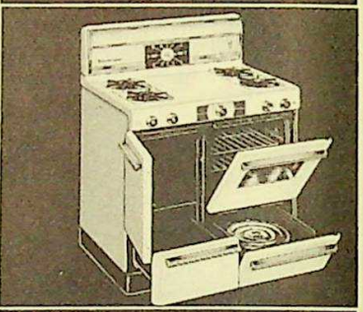


Universal 9170
"Custom"
40" Gas Range
Convertible griddle; burner-with-a-brain maintains precise pre-selected cooking temperature; super oven lights automatically; maintains pre-selected temperature automatically; elevated in-a-drawer broiler; windowed oven. 47" h, 40" w, 27½" d. RETAIL **$394.95.**

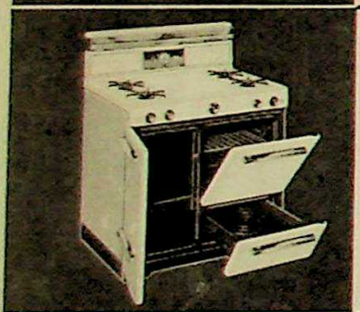


Universal 9070
"Custom"
40" Gas Range
Cast aluminum convertible griddle; burner-with-a-brain maintains precise pre-selected cooking temperature; super oven lights automatically; flame-kissed broiling brings outdoor flavor; picture-window oven. 47" h, 40" w, 27½" d. RETAIL **$319.95.**

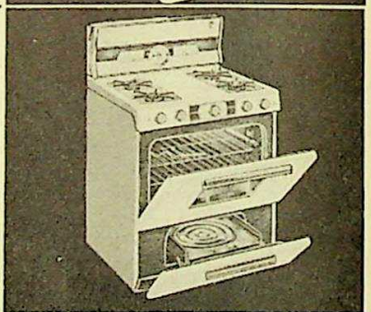
Universal 8370
"Custom"
36" Gas Range
Burner-with-a-brain maintains precise pre-selected cooking temperature; 17" super oven and 13" thrift oven; flame-kissed broiling for outdoor flavor; ovens ignite automatically; electrical interval timer-clock. 47" h, 36" w, 27½" d. RETAIL **$354.95.**



Universal 8072
"Custom"
36" Gas Range
Interval timer-clock; burner-with-a-brain maintains precise pre-selected cooking temperature; super oven automatically lights; flame-kissed broiling brings outdoor flavor; picture window oven; appliance outlet. 47" h, 36" w, 27½" d. RETAIL **$289.95.**

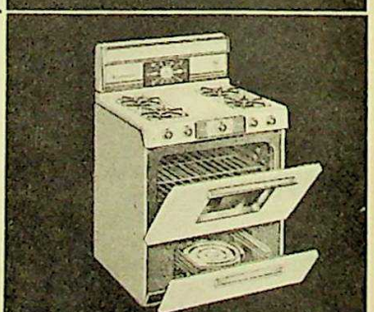


Universal 8053
"Deluxe"
36" Gas Range
Interval timer clock; burner-with-a-brain maintains precise pre-selected cooking temperature; super oven lights automatically; flame-kissed broiling produces outdoor flavor; appliance outlet; huge storage compartment. 47" h, 36" w, 27½" d. RETAIL **$234.95.**



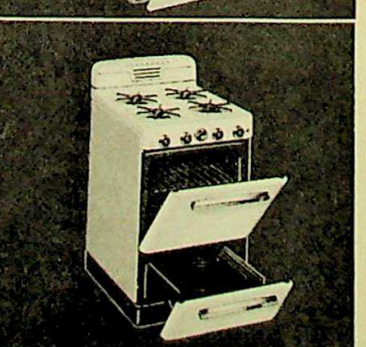
Universal 8490
"Supreme"
30" Gas Range
Burner-with-a-brain maintains precise pre-selected cooking temperature; oven-control electric clock and interval timer; appliance outlet; roast-master tells meat temperature without opening oven door; flame-kissed broiling. 48" h, 30" w, 28" d. RETAIL **$356.95.**

Universal 8471
"Custom"
30" Gas Range
Burner-with-a-brain maintains precise pre-selected cooking temperature; interval timer-clock; mammoth super oven lights automatically; flame-kissed broiling produces outdoor flavor; appliance outlet. 47" h, 30" w, 28" d. RETAIL **$269.95.**



Universal 8470
"Custom"
30" Gas Range
Fluorescent lamp illuminates entire work surface; interval timer-clock; simmer-save burners permit unlimited number of measured cooking heats; super oven lights manually; maintains pre-selected temperature automatically. 47" h, 30" w, 28" d. RETAIL **$239.95.**

Universal 8450
"Deluxe"
30" Gas Range
Concealed incandescent lamp socket designed to provide illumination for entire working surface; interval timer-clock; four giant burners; super oven lights manually; maintains pre-selected temperature; flame-kissed broiling. 47" h, 30" w. 28" d. RETAIL **$199.95.**



Universal 7951
"Deluxe"
21" Gas Range
Four giant-size, self-lighting, burners· drip trays under burner for easy cleaning; super oven lights automatically, maintains pre-selected temperature automatically; flame-kissed broiling for outdoor flavor. 42" h, 21" w, 27½" d. RETAIL $159.95.

You will never be a leader unless
you first learn to follow and be led.
. . . Tiorio

Kelvinator

Kelvinator KRH-47
40" Electric Range
"Finger wide" push button switches control three units. Other features: Surface unit signal light, Minute Minder, automatic oven timer, infinite control switch for Superspeed unit, oven thermostat knob controls. Broil unit is self-cleaning. Two shelves. 48¼" h, 40" w, 26" d. RETAIL **$299.95.**

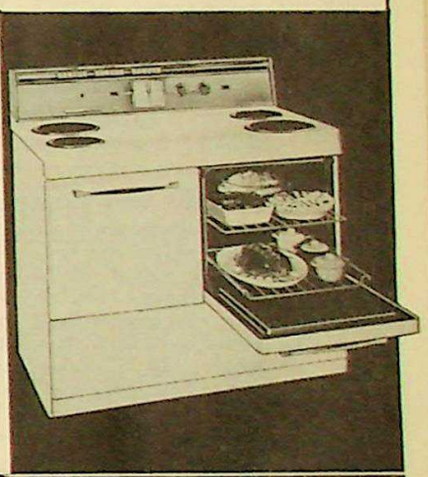
FAMOUS KELVINATOR QUALITY

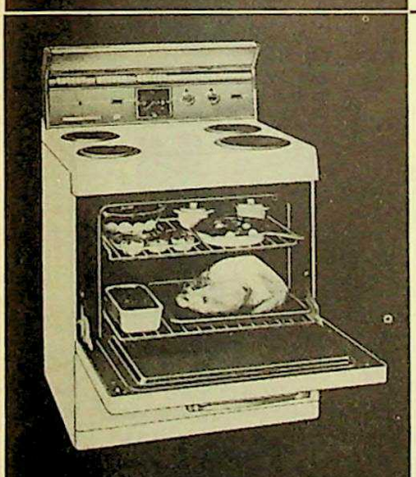
CONSTRUCTION: Sturdy steel chassis is strongly braced for lasting rigidity. Designed for flush-to-wall and flush-to-cabinet installation.

New cooking pleasure is yours with Kelvinator's wide -- "Finger-Wide" -- Push Button Controls for precise surface cooking and new Top-Bake heat to assure perfect baking and browning. Food tastes better . . . looks better . . . when cooked with a Kelvinator.

Kelvinator KRH-45
40" Electric Range
"Finger wide" push button switches control three units. Other features: surface unit signal light, Minute Minder, rotary switch, oven thermostat knob controls oven temperatures, Superspeed surface units, broil unit self-cleaning, rod-type bake unit, two shelves. 46¼" h, 40" w, 26" d. RETAIL **$249.95.**

Kelvinator KRH-43
40" Electric Range
"Finger wide" push button switches control three units. Other features: surface unit signal light, backguard light illuminates work surface, rotary switch, oven thermostat, oven signal light, broil unit self-cleaning, rod-type bake unit self-cleaning, appliance outlet. 44½" h, 40" w, 26" d. RETAIL **$199.95.**





Kelvinator KRH-37
30" Electric Range
"Finger-wide" pushbutton switches control three units. Other features: surface unit signal light, Minute Minder, automatic oven timer, infinite control switch, oven thermostat, oven signal light, Superspeed surface units, broil unit self-cleaning, super-size oven. 48¼" h, 30" w, 26¾" d. RETAIL **$299.95.**

Kelvinator KRH-35
30" Electric Range
"Finger-wide" push button switches control 3 units. Other features: surface unit signal light, Minute Minder, rotary switch, oven thermostat knob, oven signal light, superspeed surface units, broil unit and rod-type bake unit are self-cleaning, super-size oven. 46½" h, 30" w, 26¾" d. RETAIL **$249.95.**

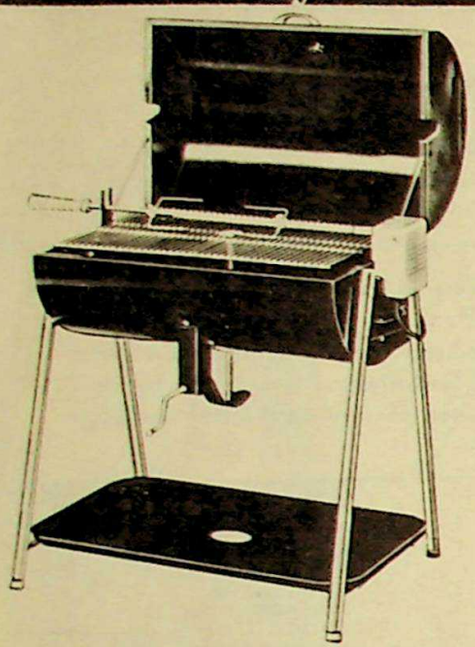
Kelvinator KRH-33
30" Electric Range
"Finger-wide" push button switches control 3 units. Other features: surface unit signal light, backguard light, rotary switch, oven thermostat, oven signal light, broil unit and rod-type bake unit are self-cleaning, raised rim around surface top catches spillovers. 44½" h, 30" w, 26¾" d. RETAIL **$199.95.**

Kelvinator KRH-24
21" Electric Range
New fast surface unit. Rotary switches control surface units with 7 selective heats. Other features: Oven signal light, oven thermostat, appliance outlet, open coil broil unit, open coil bake unit, large oven, two oven shelves, broiler-roaster pan. 40" h, 21" w, 25" d. RETAIL **$179.95.**

Big Boy

Stones and sticks are thrown only at fruit bearing trees.

. . . Saadi

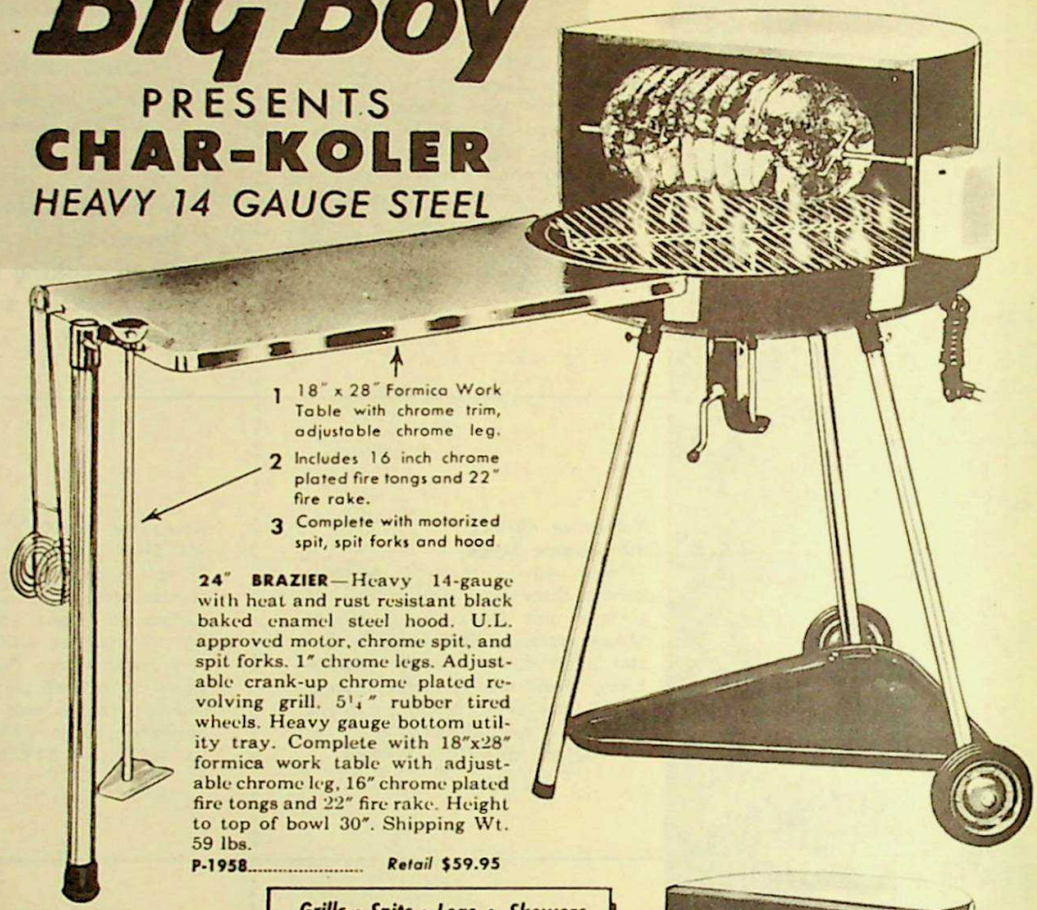


"BARREL" TYPE BARBECUE for grilling, spit barbecuing and smoking with "crank type" adjustable chrome plated grill and chrome plated charcoal grate. Ebony black enamel body and bottom service tray with contrasting 1" tubular chrome plated legs, plastic tipped. U.L. approved motor with $\frac{3}{16}$" square chrome plated wood handled spit and forks. Overall Ht. (hood closed) 34". Grill 21½"x13", floor to grill 25½". Ships in single carton. Shipping wt. 47½ lbs.

P-3058..... *Retail* **$47.50**

Big Boy PRESENTS CHAR-KOLER

HEAVY 14 GAUGE STEEL



1 18" x 28" Formica Work Table with chrome trim, adjustable chrome leg.

2 Includes 16 inch chrome plated fire tongs and 22" fire rake.

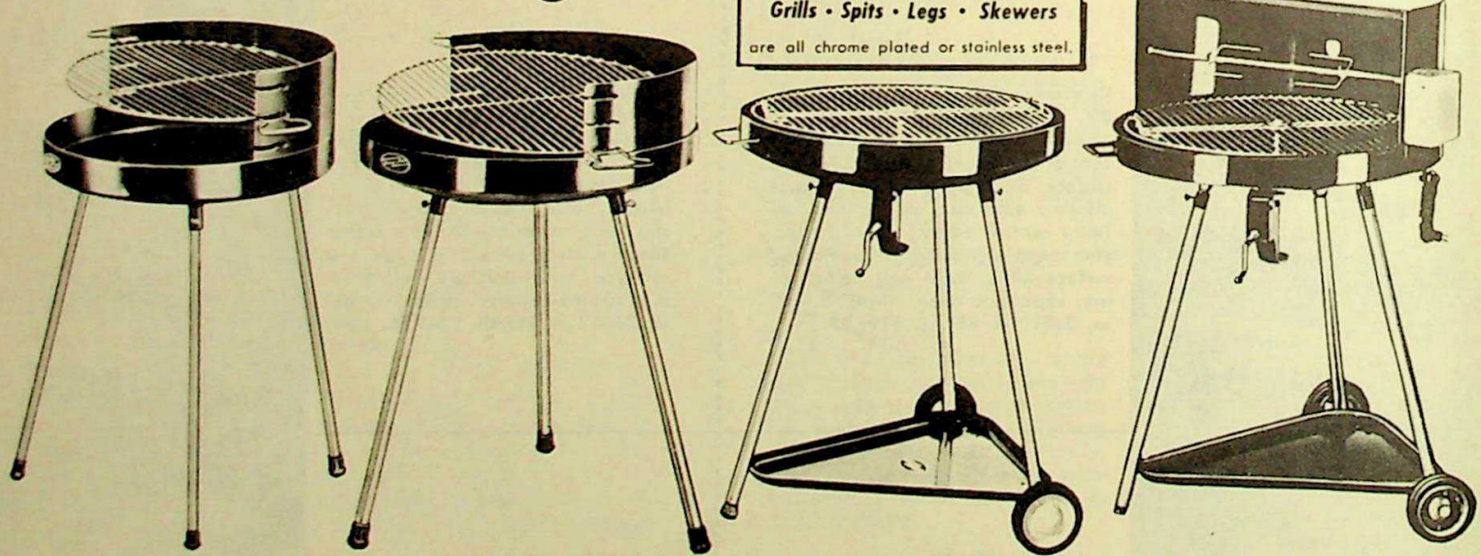
3 Complete with motorized spit, spit forks and hood.

24" BRAZIER—Heavy 14-gauge with heat and rust resistant black baked enamel steel hood. U.L. approved motor, chrome spit, and spit forks. 1" chrome legs. Adjustable crank-up chrome plated revolving grill. 5¼" rubber tired wheels. Heavy gauge bottom utility tray. Complete with 18"x28" formica work table with adjustable chrome leg, 16" chrome plated fire tongs and 22" fire rake. Height to top of bowl 30". Shipping Wt. 59 lbs.

P-1958..... *Retail* **$59.95**

Grills • Spits • Legs • Skewers

are all chrome plated or stainless steel.



18" FIRE BOWL is 14-gauge steel, drawn edge and finished in high gloss heat and rust resistant black baked enamel. "Heat Miser" acts as a wind break, heat trap and fuel saver. New "Slant Cooking" permits grilling of rare, medium and well done barbecuing at one time. 9 grill positions—3 level and 6 slanted. Floor to top of bowl 26". Chrome legs. Shpg. Wt. 18 lbs.

P-158..... *Retail* **$12.95**

24" FIRE BOWL is 14-gauge steel, drawn edge, finished in high gloss, heat and rust resistant black baked enamel. "Heat Miser" acts as wind break, heat trap and fuel saver. Exclusive "Slant Cooking" permits grilling of rare, medium and well done barbecuing at one time. 9 grill positions—3 level and 6 slanted. Floor to top of bowl 30". Chrome legs. Shpg. Wt. 29 lbs.

P-1558..... *Retail* **$17.95**

24" FIRE BOWL is 14-gauge steel with drawn edge . . . finished in high gloss heat and rust resistant black baked enamel. Heavy revolving grill is chrome plated with crank type raising and lowering mechanism. Sturdy utility tray. 1" chrome legs, 5¼" rubber tired wheels. Height to top of bowl 30". Shipping weight 33½ lbs.

P-1758..... *Retail* **$21.50**

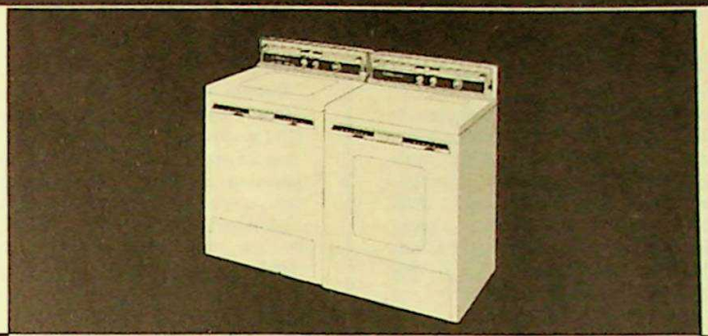
24" FIRE BOWL is 14-gauge steel finished in high gloss heat and rust resistant black baked enamel. Heavy chrome plated revolving grill is raised and lowered with crank. 1" chrome legs. 5¼" rubber tired wheels. Convenient utility tray. Height 30" to top of bowl. Complete with hood and guaranteed motor. Shpg. Weight 44 lbs.

P-1858..... *Retail* **$42.50**

If fifty million people say a foolish thing,
it is still a foolish thing.
. . . Anatole France

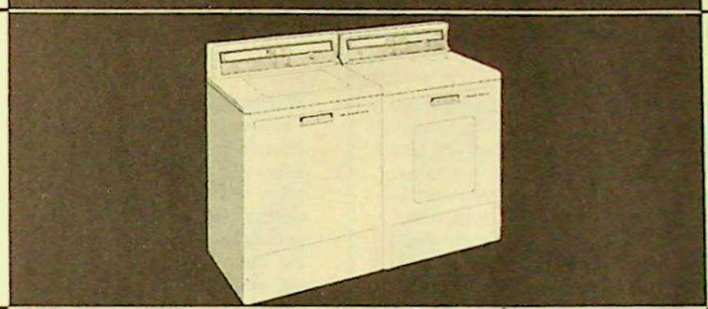
RCA Whirlpool

RCA Whirlpool EA-91*
"Imperial Mark XII"
Automatic Washer
For those who insist on the best. All usual automatic features PLUS new Fabric Control, 3 washing cycles, 2 washing speeds; 5 temperature water selection and extra softening rinses. Washing capacity: 10 lbs. dry clothes. 29" w, 42½" h, 25½" d. RETAIL **$399.95.**
EA-96 — with Suds-miser **$419.95.**



RCA Whirlpool ED-91*
"Imperial Mark XII"
Automatic Electric Dryer
Controlled heat or air in 3 drying cycles. Capacity: 20 lbs. of wet clothes. Illuminated control panel. Built-in Lint Screen. All-around the best dryer for fast, carefree clothes drying. 29" w, 42½" h, 25½" d. RETAIL **$319.95.**
ED-96 Super Speed Gas Dryer with same features as above **$369.95.**

RCA Whirlpool EA-90*
"Imperial"
Automatic Washer
Efficient housewives will love this! Fills, washes, drains, rinses, dampdries, opens door and shuts off—all automatically! Clean, safe washings, automatically assured by new Fabric Control and built-in Lint Filter. 29" w, 42½" h, 25½" d. RETAIL **$369.95.**
EA-95 with Suds-miser **$389.95.**

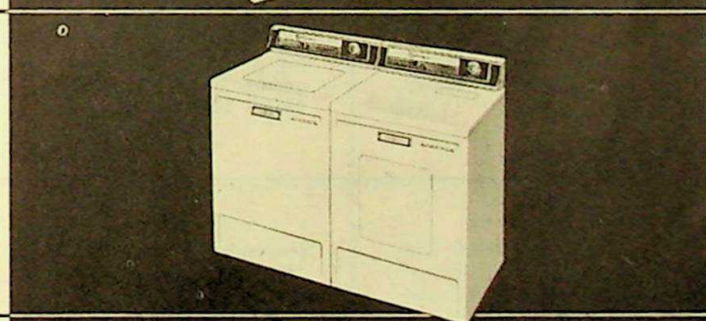


RCA Whirlpool ED-90*
"Imperial"
Automatic Electric Dryer
Set it and forget it . . . this dryer takes all worries off your hands . . . your clothes come out dry and fresh everytime. New 2-cycle drying with 6 automatic settings—heat or air—for safe, wrinkle-free drying. 29" w, 42½" h, 25½" d. RETAIL **$289.95.**
ED-95—Gas Dryer **$339.95.**

RCA Whirlpool DA-80*
"Supreme"
Automatic Washer
Fully automatic, 3 temperature water selection . . . hot, medium or warm. Rinses seven times and keeps clothes lint-free with built-in automatic Lint Filter. Control Panel is fully illuminated. Efficient laundering always. 29" w, 42¼" h, 25½" d. RETAIL **$339.95.**
DA-85—With Suds-miser **$359.95.**

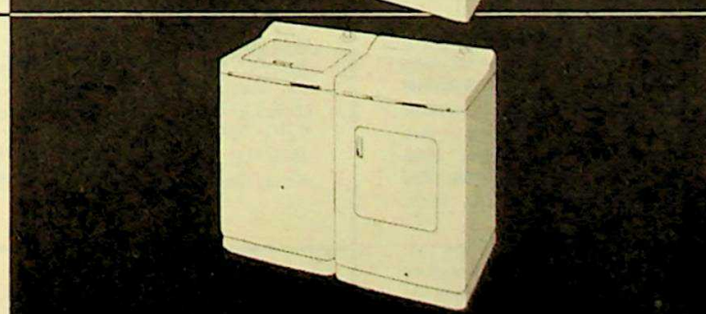
RCA Whirlpool DD-80*
"Supreme"
Automatic Electric Dryer
Wrinkle-free drying! Controlled-air circulation fluffs clothes as it dries them . . . much less ironing. 5 automatic temperature setting with thermostatic safety shut-off. No guessing or timing. You'll like this work-saver. 29" w, 42¼" h, 25½" d. RETAIL **$269.95.**
DD-85—Gas Dryer **$319.95.**

RCA Whirlpool EA-70
"Seventy"
Automatic Washer
Laundering at its best. Fully automatic. Built-in Lint Filter and 2 water temperature selections. Cycle-Tone signal chimes ending of operations. Ten lbs. of dry clothes capacity. In Lifecoat White Enamel. 29" w, 42" h, 25½" d. RETAIL **$299.95.**
EA-75—with Suds-miser **$319.95.**



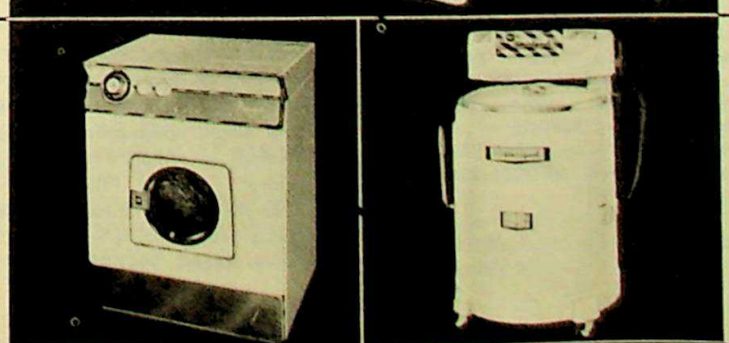
RCA Whirlpool ED-70
"Seventy"
Automatic Electric Dryer
Infinite drying heat with five automatic temperature settings to custom-dry your washing. Built-in Lint Screen assures ultra-lint-free clothes . . . safer and easier to use. In Lifecoat white enamel. 29" w, 42" h, 25½" d. RETAIL **$229.95.**
ED-75—Gas Dryer **$279.95.**

RCA Whirlpool EA-10
"Deluxe"
Automatic Washer
Here's budget-priced laundering at its efficient best. One dial washing means utmost simplicity of operation, from water-filling to dampdrying . . . all automatically. Select your own water temperature. Automatically rinses seven times. 24¼" w, 38¼" h, 25" d. RETAIL **$219.95.**



RCA Whirpool ED-10
"Deluxe"
Automatic Electric Dryer
Controlled circulation of tempered, heated air—not direct radiation—dries clothes safer, efficiently. A low-cost dryer with high-priced features. Built-in Lint filter. Carefree, wrinkle-free drying. 24½" w, 38¼" h, 25" d. RETAIL **$179.95.**
ED-15—Gas Dryer **$219.95.**

RCA Whirlpool DC-50
Combination Washer-Dryer
Automatic Electric
Washes, rinses, then dries—all automatically. New Filter-stream action cleans with half the water. 3 automatic water temperatures with built-in heater, bleach dispenser, Lint Filter. 5 dryer settings. 33" w, 45" h, 26¼" d. **$539.95.**
DC-55—Gas model **$579.95.**



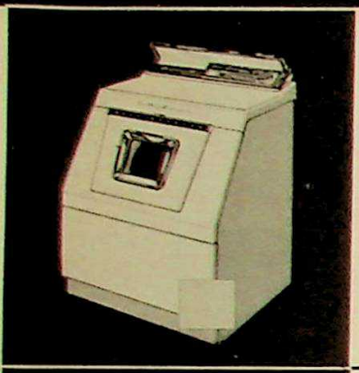
RCA Whirlpool DW-50
Wringer-Washer
With pump and automatic timer. 10 lbs. of dry clothes. Single control for starting, stopping, or reversing roll action. Guide for various fabrics. RETAIL **$199.95.**
DW-40 less roll-action control and deluxe trims. **$169.95.**
DW-30 less automatic timer and quick-drain pump. **$129.95.**

ALSO AVAILABLE — AUTOMATIC IRONER (CM-64) with Electric Pushbutton motor, heat control, pilot light, 2-speed roll and press control $249.95.

** Available in gleaming porcelain enamel in White, Pink, Yellow or Pastel Green.*

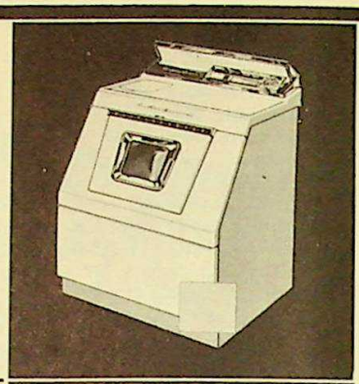
Westinghouse

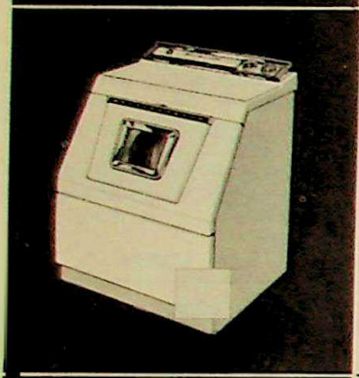
How easy it is for a man to die rich,
if he will but be contented to live miserable.
. . . Henry Fielding



Westinghouse L-110
"Custom Imperial"
Laundromat Automatic Washer
Wash every fabric correctly, automatically! Built-in wash guide, push buttons for temperature settings. Two-cycle Fabric Master dial. Washes cleaner, rinses better, cleans itself. 43½" h, 31" w, 28½" d. White. RETAIL **$389.95.** Aqua, Yellow, Pink, Gray. **$399.95.**

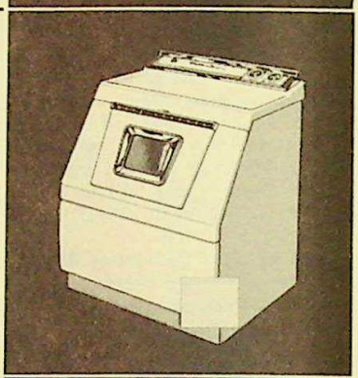
Westinghouse D-110
"Custom Imperial"
Electric Dryer
Up-top Style-Lite control center for custom drying. 3-push button temperature settings. Master-Minder Dial controls drying time. Exclusive "Look-In" loading door. 43½" h, 31" w, 27½" d. White. RETAIL **$299.95.** Aqua, Yellow, Pink, Gray. **$309.95.**

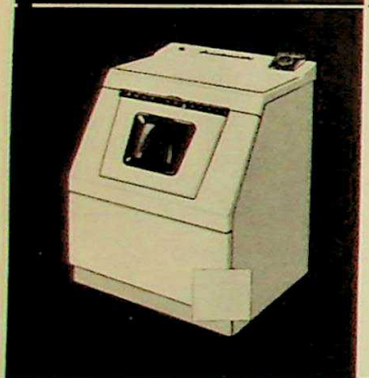




Westinghouse L-112
"Imperial"
Laundromat Automatic Washer
New revolving agitator washes cleaner, rinses better, cleans itself. Patented weighing door and Soap N Water Saver. 2-Cycle Fabric Master Dial. Temperature control dial for 3-wash water and 2-rinse water temperatures. 40½" h, 31" w, 27½" d. RETAIL **$339.95.**

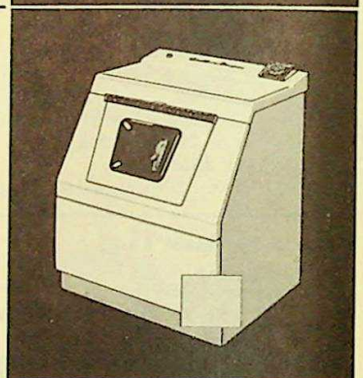
Westinghouse D-112
"Imperial"
Electric Dryer
Improved direct air flow system with more air, lower heat dries clothes faster, fluffier, more economically. Exclusive "Look-In" loading door. Automatic Dry-Dial. Wrinkle remover. 3-heat selections. 40½" h, 31" w, 27½" d. White enamel. RETAIL **$259.95.**

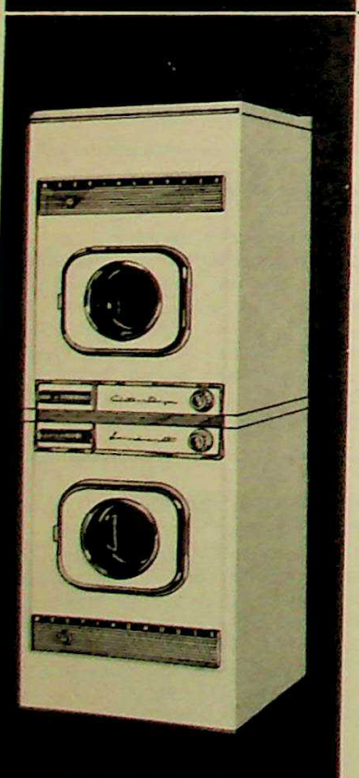




Westinghouse L-114
"Royal"
Laundromat Automatic Washer
New revolving agitator. Easy-read, easy-reach wash control with hot and warm settings. Requires half the detergent of old center post agitators. Convenient "Look-In" loading door. Big capacity. 39¼" h, 31" w, 27½" d. White enamel. RETAIL **$289.95.**

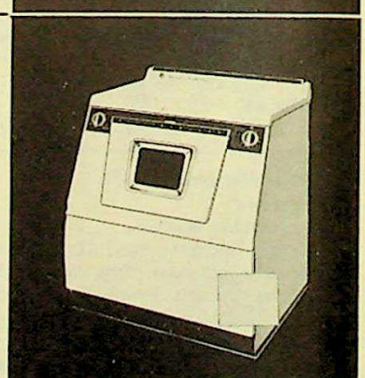
Westinghouse D-114
"Royal"
Electric Dryer
Improved direct air flow system. Dries clothes faster, safer for all fabrics. 18 lbs. load capacity. Convenient lint collector. Wrinkle remover. Control dial for dry, damp-dry, or for miracle fabrics. White enamel. 39¼" h, 31" w, 27½" d. RETAIL **$219.95.**



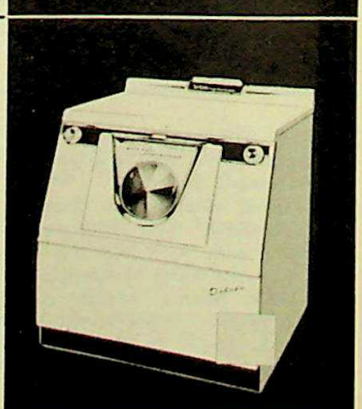


Westinghouse LH-4
"Space Mates" Deluxe
Laundromat Automatic Washer
New Deluxe Space Mate for finest washing possible. Temperature push buttons for hot, cold or warm water. Two-cycle fabric master dial. 35½" h, 25" w, 24" d. White. RETAIL **$269.95.** Aqua, Yellow, Pink, Gray. **$279.95.**
DH-4 Matching dryer featuring automatic Dry-Dial and Temperature Push Buttons for three degrees of drying. White. RETAIL **$199.95.** Colors **$209.95.**
LH-3K "Space-Mates" Standard Laundromat Without Push-Button Control Center. White. RETAIL **$249.95.** Colors **$259.95.**
DH-3K Matching "Space-Mates" Standard Dryer. RETAIL **$189.95.** Colors **$199.95.**

Westinghouse WD-3
"Wash 'N Dry"
Combination Laundromat
Washes and dries . . . all in a single, space-saving unit. Revolving agitator for cleaner clothes. Flexible washing and drying controls. Direct air flow system for fast, soft, fluffy drying. 39½" h, 32" w, 28¼" d. White. RETAIL **$539.95.** Aqua, Yellow, Pink, Gray. **$549.95.**



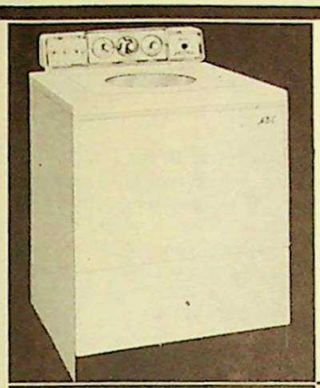
Westinghouse WD-2
"Wash 'N Dry"
Combination Laundromat
Washing and drying in a versatile new single, space-saving unit. Easy loading, unloading. Flexible drying control. Exclusive "Weigh-to-Save" door shows size of load for water saving. 40¼" h, 32" w, 28¼" d. White. RETAIL **$469.95.**



It is better to understand a little than to misunderstand a lot.

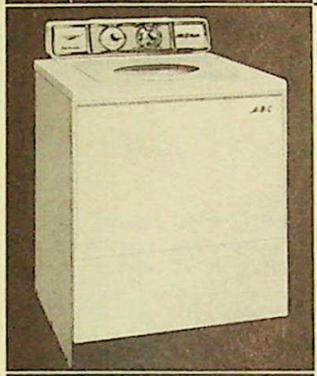
. . . Anatole France

ABC



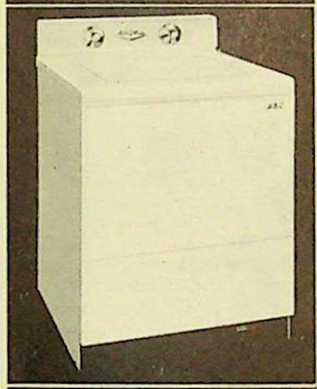
ABC A-92S
"Custom Deluxe"
Automatic Washer
Has 2 Speeds, regular wash cycle, water saver cycle, 3 wash water temperatures. Suds Back allows hot sudsy water to be reused. Centra-Flex washing action. Spin-Aire drying. All Porcelain. 115 volt, 60 cycles. A.C. RETAIL **$379.95.** Without Suds-Back **$359.95.**

ABC DG-92
"Custom Deluxe" Model
Gas Clothes Dryer
Wrinkle-free Tumble-Aire drying. Full width safety door. Lint trap. All Porcelain. 115 volt, 60 cycle A.C. RETAIL **$319.95.**
DE-92—Electric Dryer. 60 cycles, 230 volt A.C. 3 wire service or 115 volt A.C. 2 wire connection possible. RETAIL **$269.95.**



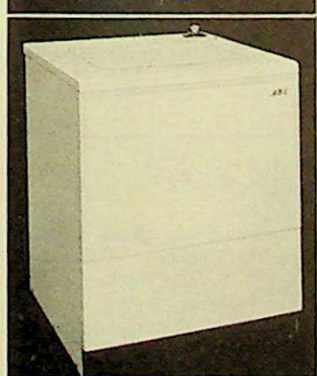
ABC A-82
"Custom" Model
Automatic Washer
Completely automatic. Regular wash and water saver cycles. 3 wash water temperatures. All Porcelain. 115 volt 60 cycle A.C. RETAIL **$329.95.**
A-72—"Standard Deluxe." 2 Wash water temperatures. Abco-Lite finish. RETAIL **$299.95.**

ABC DG-82
"Custom" Model
Gas Clothes Dryer
Tumble Aire. Jet-Aire Drying. Full width safety door. All Porcelain. 115 volt, 60 cycle A.C. RETAIL **$289.95.**
DE-82 Electric Dryer. **$239.95.**
DG-72 "Standard Deluxe" Gas Dryer. Abco-Lite finish. **$279.95.**
DE-72 Electric Dryer. **$229.95**



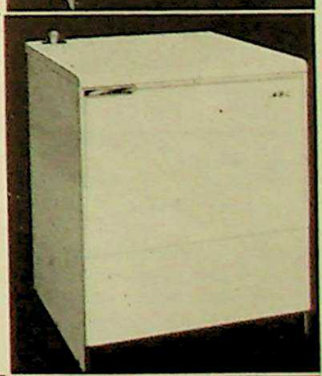
ABC A-62
"Standard" Model
Automatic Washer
Washes a full family wash with less soap and water. Regular Wash Cycle and Water Saver Cycle. 2 Wash water temperatures. Spin-Aire action. 115 volt, 60 cycle A.C. RETAIL **$249.95.**
A-52 "Special Deluxe." Regular Wash Cycle only. **$219.95.**

ABC DG-62
"Standard" Model
Gas Clothes Dryer
Gentle Jet-Aire Fluff drying for all fabrics. Full width safety door. Safety Lint trap. All Porcelain drum. RETAIL **$219.95.**
DE-62 Electric Dryer. 60 cycles, 230 volt A.C., 3 wire service or 115 volt A.C. wire connection possible. **$189.95**



ABC A-42
"Special" Model
Automatic Washer
Completely automatic Centra-Flex washing action. Exclusive shampoo action gets hard-to-clean clothes cleaner—faster. True overflow rinse. Gearless transmission. Washes either full or partial load. 115 volt 60 cycle A.C. RETAIL **$189.95.**

ABC DG-42
"Special" Model
Gas Clothes Dryer
Gentle Jet-Aire Fluff Drying. Full width safety Door. Safety lint trap. 2-Way venting. 115 volt 60 cycle A.C. RETAIL **$179.95.**
DE-42 Electric Dryer. 60 cycles, 230 volt A.C., 3 wire service or 115 volt A.C. 2 wire connection possible. **$149.95**



ABC 415P
Wringer Washer
More durable—distortion free one-piece wringer 4-coil spring tension. Automatic timer control. Yellow and White. With Pump. RETAIL **$189.95.** Without Pump. **$179.95.**
340P Without automatic timer. With Pump. White. **$159.95.** Without Pump. **$149.95**

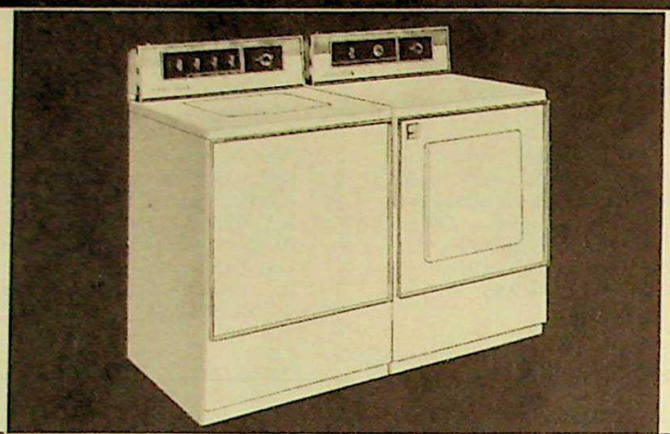
ABC 312P
Wringer Washer
Fully adjustable to 8 locked positions. Special "Automatic Index" permits change in wringer position merely by pushing to location desired. 110 volt A.C. With Pump RETAIL **$129.95.** Without Pump. **$119.95.**
310P Same without "Automatic Index." With Pump. **$109.95.** Without Pump. **$99.95**

EASY

A man who trims himself to suit everybody will soon whittle himself away.

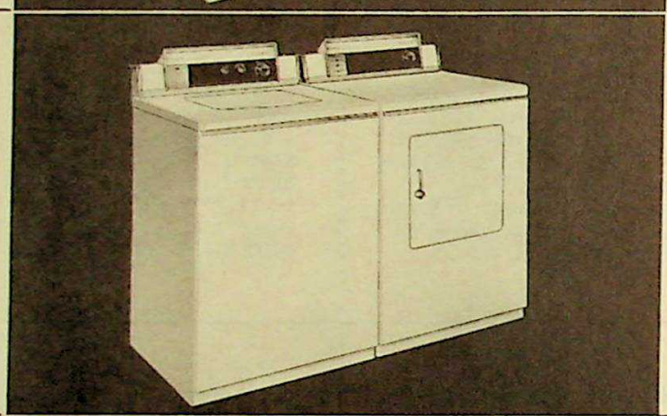
. . . Charles M. Schwab

Easy ADH
"Regent"
Automatic Washer
Exclusive filter in the lid for full-time filtering of lint, grit and sediment. Illumnated control panel, master mind dial, 5 wash water temperature, 3 rinse water temperature. 43¾" h, 27" w, 27" d. RETAIL **$369.95.**
ADHS with Suds-O-Matic **$394.95.**



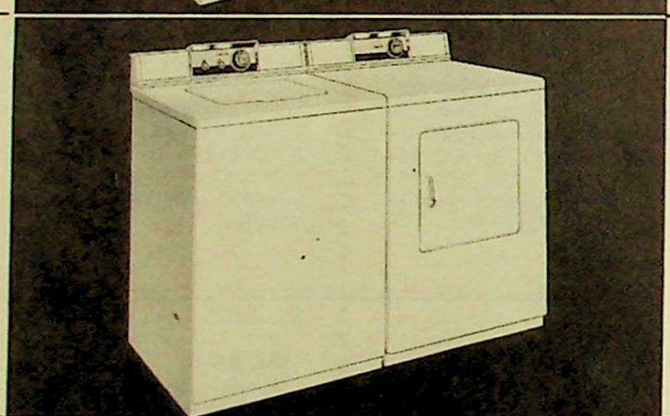
Easy DDHE
"Regent"
Electric Automatic Dryer
Illuminated control panel, automatic timer dial, 5 temperature selections. New wash'n wear drying, fabrics refresher, super-capacity dryer cylinder, high-airflow blower fan, giant lint tray. 43¾" h, 27" w, 27" d. RETAIL **$279.95.**
DDHN "Regent" Gas dryer **$309.95.**

Easy ACH
"Riviera"
Automatic Washer
Exclusive new tip-top filter, illuminated control panel, master mind dial, automatic activated soak cycle, 3 wash water temperature, 2 rinse water temperatures, Fabrics protector selector. 42¾" h, 27" w, 27" d. RETAIL **$329.95.**
ACHS with Suds-O-Matic **$354.95.**



Easy DCHE
"Riviera"
Electric Dryer
Illuminated control panel, timer dial, 3 temperature selections, super-capacity dryer cylinder, high-airflow blower fan, giant lint tray, automatic door switch, porcelain-top cabinet. 42¾." h, 27" w, 27" d. RETAIL **$239.95.**
DCHN "Riviera" gas dryer **$269.95.**

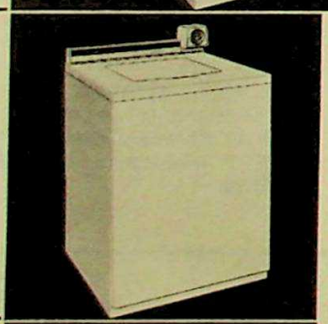
Easy ASH
"Cavalier"
Automatic Washer
Attractively styled control panel, easy to see and set timer dial. 3 wash water temperatures, 2 rinse water temperatures, special "Agi-Clean" washing action. Fluid power drive reduces spin speed when off-balance loads occur. 41¼" h, 27" w, 26½" d. RETAIL **$269.95.**



Easy DSHE
"Cavalier"
Electric Dryer
Easy-to-see, easy-to-set timer dial in attractively styled control panel. Fast, safer drying, super-capacity dryer cylinder, high-air flow blower fan. Giant lint tray, automatic door switch. 41¼" h, 27" w, 26½" d. RETAIL **$169.95.**
DSHN "Cavalier" gas dryer **$199.95.**

Easy AEH
"Holiday"
Automatic Washer

Smartly modern design offers both beauty and convenience at a budget price. 9 lb. load capacity, complete automatic cycle, water level automatically controlled, special "Agi-Clean" washing action, clothes guard. 41½" h, 27" w, 25½" d. RETAIL **$199.95.**



Easy CDH
"Combomatic"
Washer-Dryer
Tilt-tumble washing gives gentle, deep-cleaning action, 4 master rinses. Surge 'n Spin clothes saver, pre-heat tilt-tumble drying, master timer, auto-stop control, temperature control. 36" h, 27" w, 27½" d. RETAIL **$529.95.**
CDF "Combomatic" washer dryer **$479.95.**

Easy SDH
Deluxe "Spindrier"
Semi-Automatic Washer

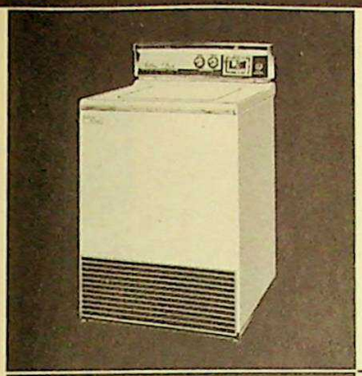
Exclusive spiralator washing action, power flush-rinse with suds saver, new finger-tip control center with power shifting. 39½" h, 35¼" l, 23¼" w. RETAIL **$229.95.**
SCH "Custom" same as above less spiralator action **$209.95.**
SSHA "Standard" **$169.95.**

Easy WCH
"Custom" Wringer Washer
Improved design aluminum agitator, out-of-the-way control handles. Wringer has pressure selector to adjust to all fabrics. One piece wrap-around chassis. RETAIL **$169.95.**
WDH "Deluxe" wringer washer with spiralator washing action **$189.95.**
WSH "Special" wringer washer **$109.95.**

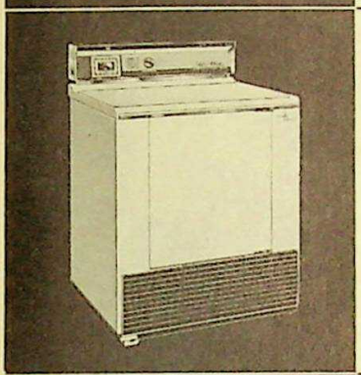
To keep your secret is wisdom;
but to expect others to keep it is folly.
. . . Oliver Wendell Holmes

FRIGIDAIRE

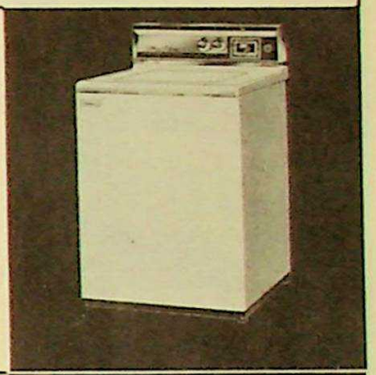
Here they are... the world's fastest, cleaningest, savingest



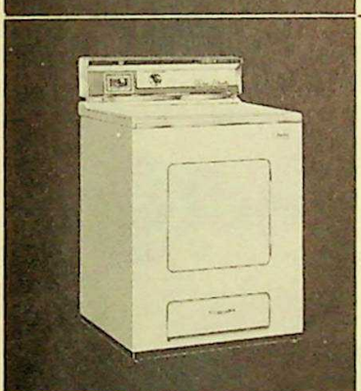
Frigidaire WCIR-58*
"Custom Imperial"
Automatic Washer
Ultra-clean washing with 3-ring agitator. Automatic timer. Automatic bleach and tint dispenser. Built-in lint chaser. 2-Cycle Automatic load selector. Unimatic Rapidry spin. RETAIL **$389.95.**
WCI-58—Without Automatic Suds Water-Saver **$364.95.**



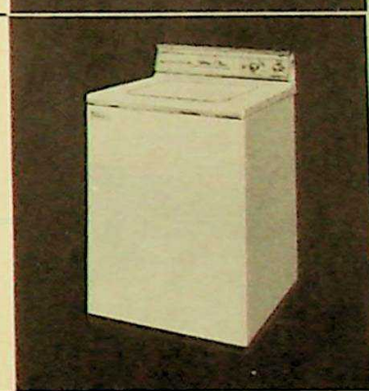
Frigidaire DCI-58*
"Custom Imperial"
Automatic Filtrator Dryer
Luxury styling. Illuminated easy view control panel. Up to 145 minutes of drying without redialing. New "Wrinkles-Away" cycle — removes wrinkles from most garments. 240 or 120 volt. RETAIL **$319.95. DCI-58** Operates on ordinary 120 volt current. **$319.95.**



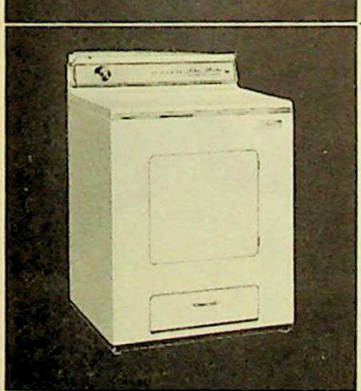
Frigidaire WI-58*
"Imperial"
Automatic Washer
Luxury styling and appointments. Color-keyed controls, choice of wash and rinse water for all fabrics. Built-in lint chaser and Suds Water-Saver. Unimatic Rapidry spin. Porcelain enamel rust-resistant finish. Automatic wash timer. RETAIL **$339.95.**



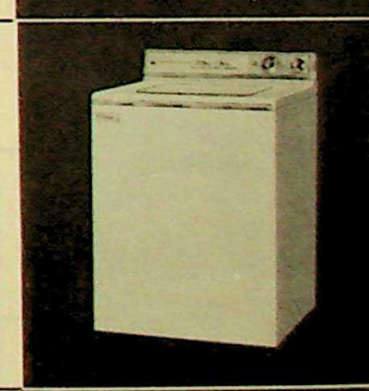
Frigidaire DI-58*
"Imperial"
Automatic Dryer
Luxury styling and appointments. Illuminated easy-view control panel. Up to 145 minutes of drying without redialing. Drying temperature selector with "Normal," "Delicate", and "No Heat" settings. Easy-to-Clean lint trip. 240 or 120 volt. RETAIL **$249.95.**



Frigidaire WDP-58
"Deluxe"
Automatic Washer
Popular priced washer finished inside and out with rust-resistant porcelain enamel. 3-ring agitator. Built-in lint chaser. Pulsa-Matic Rapidry spin. Illuminated Easy-View control panel. Built-in Suds Water-Saver. Automatic wash timer. White. RETAIL **$299.95.**

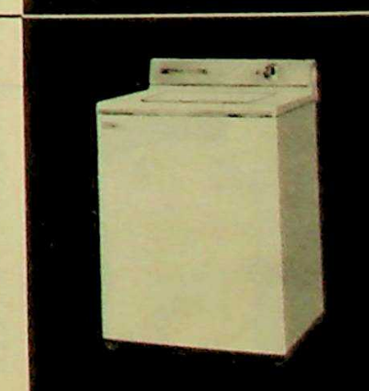


Frigidaire DDP-58
"Deluxe"
Automatic Dryer
Popular-priced dryer. Automatic time control for 1-dial drying. New "Wrinkles-Away" setting smooths out creases and wrinkles. Pre-set "Normal" heat setting. Easy-to-clean lint trap. Push-button door opener. 240 or 120 volt. Snowcrest White. RETAIL **$229.95.**



Frigidaire WD-58
"Deluxe"
Automatic Washer
Ultra-clean washing with exclusive 3-ring agitator. Underwater detergent distributor. Built-in lint chaser. Pulsa-Matic Rapidry spin. Choice of "Hot" or "Warm" wash water. Built-in Suds Water-Saver. Rust-resistant enamel finish. White. RETAIL **$259.95.**

Frigidaire DD-58
"Deluxe"
Automatic Dryer
The "savingest" dryer in price and performance. Automatic time control. New "Wrinkles-Away" cycle—removes wrinkles from most garments. Pre-set "Normal" heat setting. Easy-to-clean lint trap. Push-button door opener. 240 or 140 volt. White. RETAIL **$189.95.**



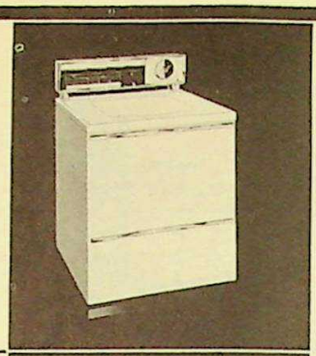
Frigidaire WS-58
"Super"
Automatic Washer
Lowest in price but nothing missing in the features that count. Ultra-clean washing with 3-ring agitator, built-in Suds Water-Saver, automatic tinting, underwater detergent distributor, Pulsa-Matic Rapidry spin and lots more features. RETAIL **$229.95.**

**Available in Turquoise, Pink, Yellow or Gray at prices shown.*

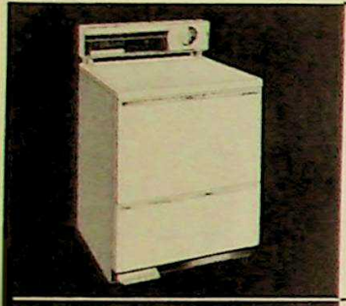
GENERAL ELECTRIC

I would rather be first in a little Iberian village than second in Rome.
. . . Julius Caesar

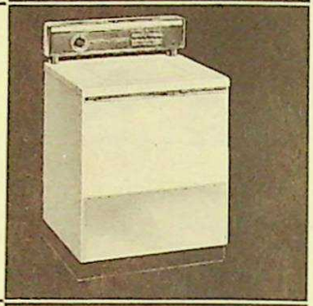
for a wonderfully compact, superbly efficient home laundry



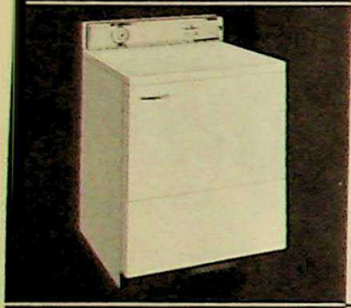
General Electric WA-950-R*
"Filter-Flo"
Automatic Washer
Wash-to-Order fabric keys. Non-clogging filter. Water Saver control. Detergent dispenser. Illuminated controls. Extra large opening permits washer to be easily loaded from the top. 44¼" h, 27" w, 27½" d. RETAIL **$379.95.**
WA-955R — With Suds Return **$399.95.**



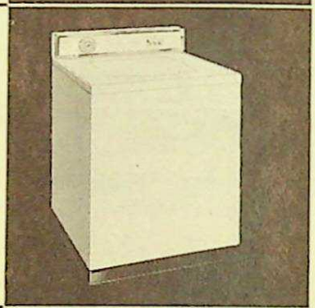
General Electric DA-920-R*
"Clothes Conditioner"
Automatic Electric Dryer
Automatic control gives perfect drying results for **all** fabrics . . . at the single touch of a dial. High-speed, low temperature drying. Synthetic suit De-Wrinkler. Air Freshener, full width door. Removable lint trap. Illuminated controls. 44¼" h, 27" w, 27½" d. RETAIL **$319.95.**



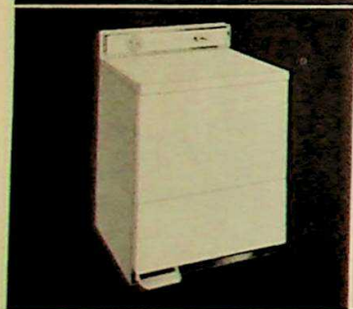
General Electric WA-850-P*
"Filter-Flo"
Automatic Washer
Removes lint, sand and soap scum while it washes. Two Wash speeds, two Spin speeds to suit all fabrics. Famous G-E Big Capacity—up to 12 lbs. dry clothes. Water Saver Control. Detergent dispenser. 43½" h, 27" w, 27½" d. RETAIL **$349.95.**
WA-855-P — With Suds Return **$369.95.**



General Electric DA-820-P*
"Clothes Conditioner"
Automatic Electric Dryer
For perfect drying results. Automatically adjusts drying to suit all fabrics. Controlled high-speed drying at safe, low temperatures. Clothes look new longer, need less ironing. Illuminated controls. Air Freshener. 43½" h, 27" w, 27½" d. RETAIL **$279.95.**

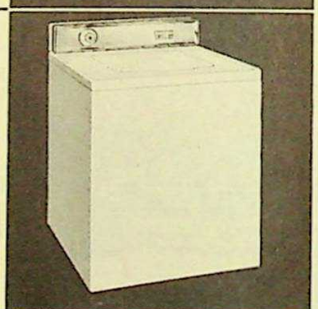


General Electric WA-650-R*
"Filter-Flo"
Automatic Washer
Washes clothes sparkling clean and bright. Two wash cycles for normal or delicate fabrics. Huge capacity. Removes lint automatically. Water Saver Control. Damp-dry spin. Non-clogging filter. Illuminated control dial. 41½" h, 27" w, 27½" d. RETAIL **$319.95.**

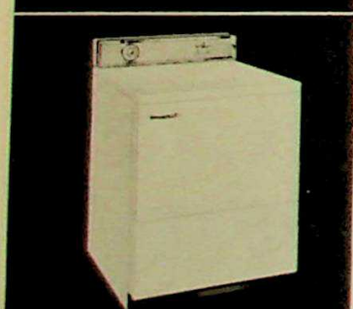


General Electric DA-620-R*
Electric Clothes Dryer

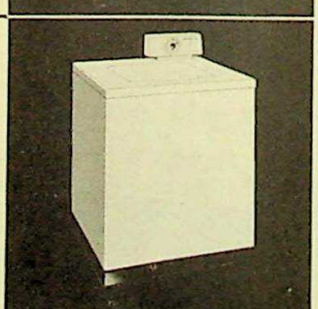
More freedom for you with this new G-E Dryer with High-Speed Drying system. Timer Dial. High or low heat. Removable lint trap. Porcelain work surface is easy to clean and counter-height. Full width door. Magnetic door latch. Illuminated dial. 41½" h, 27" w, 27½" d. RETAIL **$239.95.**



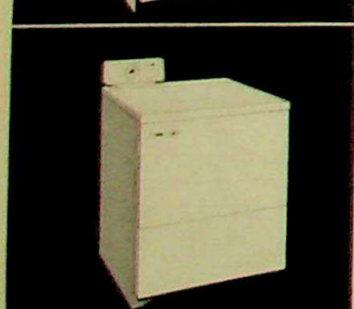
General Electric WA-600-R
"Filter-Flo"
Automatic Washer
Famous Filter-Flo system cleans and recleans water to give you sparkling clothes. Removes lint, sand, scum. Non-clogging, moving filter. Big 10 lb. capacity. Water-Saver for small loads. 41½" h, 27" w, 27½" d. RETAIL **$299.95.**
WA-605R — With Suds Return **$319.95.**



General Electric DA-610R
Electric Clothes Dryer
Dries clothes finer and faster with new High-Speed Drying System. Timer Dial allows selection of drying time. Temperature Control for high or low setting. Special setting for fluffing. Removable lint trap. Finished in long-wearing, easy to clean porcelain. 41½" h, 27" w, 27½" d. RETAIL **$239.95.**



General Electric WA-450-R
"Filter-Flo"
Automatic Washer
New G-E Big Capacity washer. Activator* washing action cleans clothes through three zones of action, removing lint, sand and silt. Flexible automatic control. Non-clogging filter. Damp-dry spin. Baked enamel finish. Easy, "no-stoop" top loading. RETAIL **$259.95.**

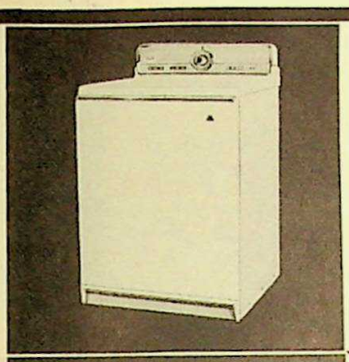


General Electric DA-420-R
Electric Clothes Dryer
Forget about the weather with this new G-E Dryer. Big capacity. High-speed drying system. Just set timer dial for selection of drying times—special setting for fluffing—and press start button. Lint trap. Safety start switch. Porcelain top; baked-enamel cabinet. 41½" h, 27" w, 27½" d. RETAIL **$179.95.**

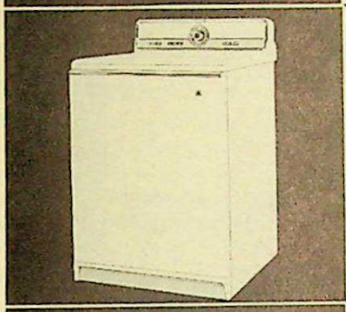
General Electric WD-660P*
Combination Washer-Dryer
Wash and dry in one completely automatic operation. Automatic water heater. Automatic dry selector for delicate or normal fabrics. Water Saver. Family-size capacity. Automatic lint and moisture drainage. Easy-to-see front mounted controls. "Straight-line" design. 36" h, 24½" w, 30" d. RETAIL **$499.95.**

**Available in White or G-E Mix-or-Match Colors: Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown.*

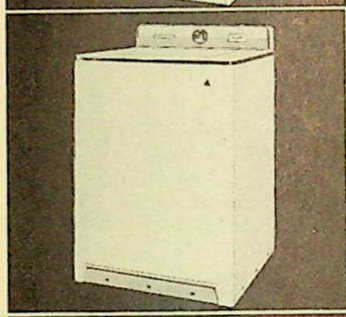
Maytag



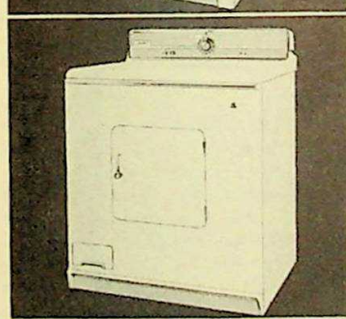
Maytag 142
"All-Fabric" Automatic Washer
Exclusive filter-agitator, swirl-away draining action, lint removal and sediment removal, cold water wash and rinse, 2-speed action, automatic water level control, water temperature control. White, yellow pink or green. 42¾" h, 25½" w, 27½" d. RETAIL **$379.95.**
142S — With suds-saver system **$399.95.**



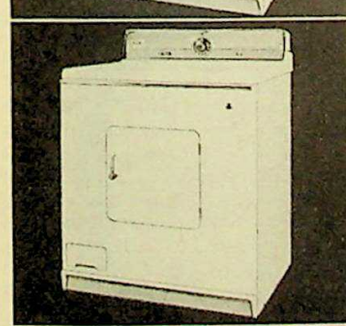
Maytag 132
"Supermatic" Washer
Lint Remover tub, swirl-away draining action, cold water wash and rinse, automatic water level control, water temperature control, fully flexible controls, vibration-free operation, unbalance switch. 42¾" h, 25½" w, 27½" d. RETAIL **$339.95.**
132S — With suds saver system **$359.95.**



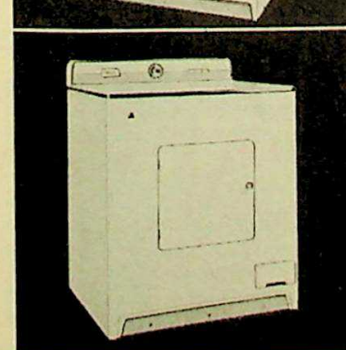
Maytag 124
"Highlander" Automatic Washer
Lint remover tub, swirl-away draining action, cold water wash and rinse, water temperature control, adjustable water level control, shut-off switch, rapid-action tube brake. 41" h, 25½" w, 27" d. RETAIL **$269.95.**
124S — With suds saver system **$289.95.**



Maytag 741C
"Halo of Heat"
Gas Dryer
Filter-cleaned air, push-button temperature selectors, wash 'n wear setting and chime, high speed super volume drying, fully automatic and flexible controls. White, yellow, pink or green. 42¾" h, 31½" w, 27½" d. RETAIL **$299.95.**
641C—Electric dryer **$269.95.**



Maytag 641W
"No-Vent"
Electric Dryer
No venting required, water condensation action, push-button temperature selectors, fully automatic and flexible controls, lint filter, positive safety door, interior light, full opening door, white, yellow, pink or green. 42¾" h, 31½" w, 27½" d. RETAIL **$299.95.**

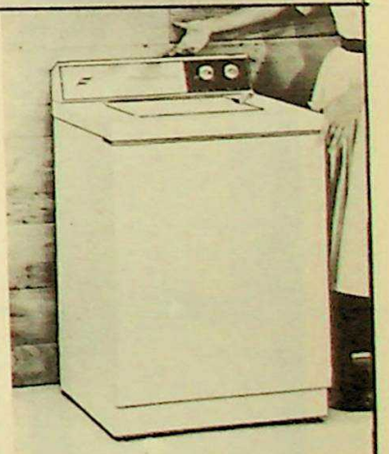


Maytag 77C
"Highlander"
Gas Dryer
"Halo of heat" eliminates hot spots, push-button temperature selectors, high speed super volume drying, convection cooled cabinet, fully automatic and flexible controls, lint filter. 41" h, 31½" w, 27" d. RETAIL **$299.95.**
67C—Electric dryer **$199.95.**

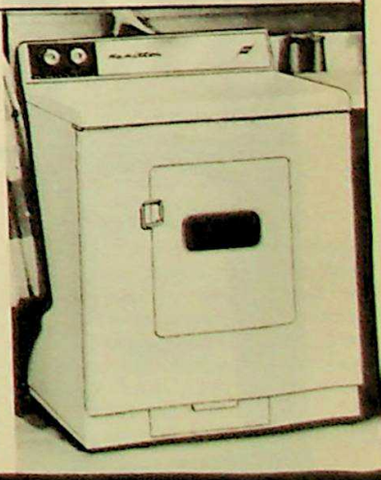
Hamilton

Hamilton S54T8
Automatic Washer
with Suds Saver
The washer with the woman's touch! Two separate, completely automatic wash-rinse-spin cycles; two-speed agitation; triple rinsing action; pushbutton temperature selection; 5 wash and 3 rinse water temperatures; two-speed spin; automatic suds-saver; vibrationless suspension insures smooth, quiet operation. 43½" h, 25¾" w, 26¾" d. RETAIL **$399.95.**
4T8 less "Suds Saver" **$379.95.**

Hamilton 4A8
Automatic Gas Dryer
with Electric Ignition
No more high-medium-low guesswork, pushbuttons marked in fabric types. Two separate drying cycles; satin-smooth, rounded tumbling surface drum; Sun-E-Day ultraviolet lamp gives clothes sweet, fresh smell of summer; double pass lint control; automatic ignition. 43½" h, 31¼" w, 28" d. RETAIL **$339.95.**
4M8 Automatic gas dryer with gas ignition **$319.95.**
4E8 Automatic electric dryer **$279.95.**



Hamilton S3T8
Automatic Washer
with Suds Saver
Two separate, completely automatic wash-rinse-spin cycles; soil-seeking agitator action, triple rinsing action —agitated rinse, overflow rinse and shower rinse; temperature selection —3 wash and 2 rinse temperatures; high speed spinaway action swirls water up and out of tub; drain-aways automatically remove sand, grit. 40¾" h, 25¾" w. 26¾" d. RETAIL **$329.95.**
3T8 less "Suds Saver" **$269.95.**



Hamilton 3A8
Automatic Gas Dryer
with Electric Ignition
Fabri-set gives you proper drying temperature for fabrics; 130 minute timer; satin-smooth, rounded tumbling surface drum; Sun-E-Day ultraviolet lamp gives clothes sweet, fresh smell of summer; automatic ignition; hi-power exhaust, double-pass lint control. 40¾" h, 31¼" w, 28" d. RETAIL **$289.95.**
3M8 Automatic gas dryer with gas ignition **$269.95.**
3E8 Automatic electric dryer **$229.95.**

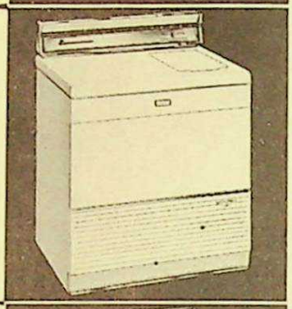
A man likes you for what he thinks you are;
a woman, for what you think she is.
. . . Ivan Panin

NORGE

Norge AWS-28*
Automatic Washer
Automatic suds-return filters and saves hot, sudsy wash water from first washing, adds water conditioner to rinse water. Dual cycle time-line control. Wash water temperature selector, wave action agitator. White. 44½" h, 25½" w, 26¾" d. RETAIL **$359.95.**
AW-28* Less suds return **$339.95.**

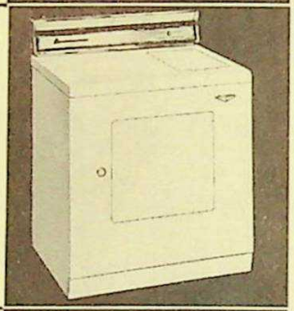
Norge DG-28
Automatic Gas Dryer
4-way selective drying, time-line control, hamper-dor opens and adjusts to 3 positions, "dial-a-heat" wrinkle-out drying with 4 heat levels. "Stop'n dry" control located at top. Automatic door switch. White. 44½" h, 31" w, 26¼" d. RETAIL **$349.95.**
ED-28—Electric dryer **$319.95.**

Norge AW-24
Automatic Washer
New dispenser wheel adds water conditioner to rinse water, dual cycle time-line control provides two automatic washing operations, wash and rinse water temperature selector, wave-action agitator, built-in sediment remover, vibration free. White. 43" h, 25½" w, 26¾" d. RETAIL **$319.95.**

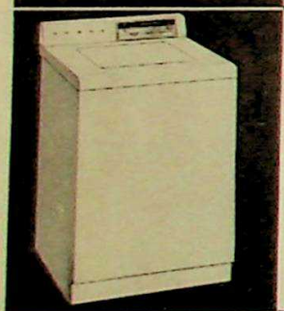


Norge DG-24
Automatic Gas Dryer
Exclusive 4-way selective drying. Hamper-dor adjusts to 3 convenient positions, automatic door switch stops all dryer action when door is open, 21" blower fan, super-capacity dryer cylinder, hi-level air intake. White. 43" h, 31" w, 26¾" d. RETAIL **$319.95.**
ED-24—Electric dryer **$289.95.**

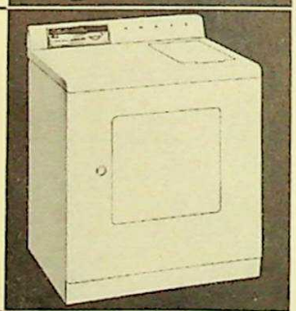
Norge AW-20
Automatic Washer
New dispenser wheel adds water conditioner to rinse water. Dual cycle time-line control provides 2 washing operations, aerated water fills to correct level, wave-action agitator. Built-in sediment remover. Automatic tub brake. White. 43" h, 25½" w, 26¾" d. RETAIL **$279.95.**



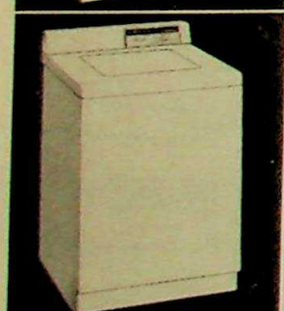
Norge DG-20
Automatic Gas Dryer
Exclusive time-line control, 4-way selective drying. "Dial-a-heat" wrinkle-out drying affords 4 heat levels. Safety miser ignition, automatic safety controls. "Knee-action" door latch opens door with light knee pressure. 43" h, 25½" w, 26¾" d. RETAIL **$299.95.**
ED-20 electric dryer **$269.95.**



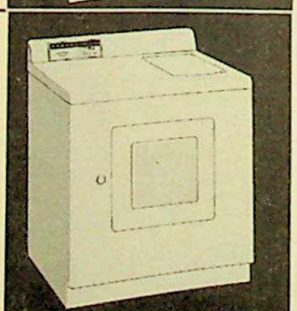
Norge AW-16
Aufomatic Washer
Exclusive dual cycle time-line control, wash water temperature selector, rinse water temperature selection. Exclusive new dispenser wheel, wave-action agitator, super spindry action. 26¾" d, 40" h, 25½" w. RETAIL **$249.95.**
AW-12 same as above without new dispenser wheel **$239.95.**



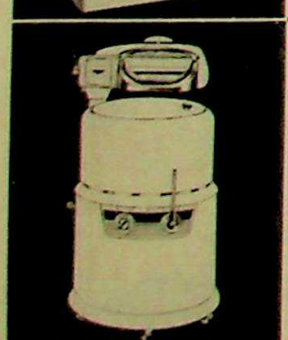
Norge DG-16-4
Automatic Gas Dryer
Exclusive 4-way drying, time-line control, "knee action" door latch, automatic door switch, super-capacity dryer cylinder. 40" h, 31" w, 26¾" d. RETAIL **$279.95.**
ED-16-4 Electric dryer **$249.95.**
DG-12-16 Gas dryer same as above with out 4-way drying **$229.95.**
ED-12-16 Electric dryer **$199.95.**



Norge AW-8
Push-Button Washer
Push-button control operation of washer with fingertip ease. Mist-spin spray rinses, aerated water fill, tidal wase rinse, super spindry, built-in sediment remover, wave-action agitator, vibration-free design, non-clog drain pump. 40" h, 25½" w, 26¾" d. RETAIL **$219.95.**



Norge DG-8
Automatic Gas Dryer
Simply select desired drying time on easy to read dial. Dor-vent eliminates vent problem, lint screen, "knee-action" door latch, large clothes port, automatic safety controls, automatic pressure regulator, miser ignition. 40" h, 31" w, 26¾" d. RETAIL **$179.95.**
ED-8—Electric dryer. **$149.95.**



Norge FW-5810PTE
Custom Wringer Washer
Automatic lint filter, safety wringer with balloon rolls, triple action agitator. 25½" dia. x 51" h. RETAIL **$219.95.**
FW-5810PT—With deep power rinse, bell signal timer **$189.95.**
FW-5810P—With deep power rinse **$179.95.**
CW-5810—With gravity drain hose **$164.95.**

Norge CW-589P
Super Wringer Washer
Safety wringer with balloon rolls, deep power rinse, triple action agitator, 27", w, 49" h. RETAIL **$134.95.**
CW-58-9—With gravity drain hose **$124.95.**
CW-58-9PS — "Leader" with deep power rinse **$119.95.**
CW-58-95 — "Leader" with gravity drain hose **$109.95.**

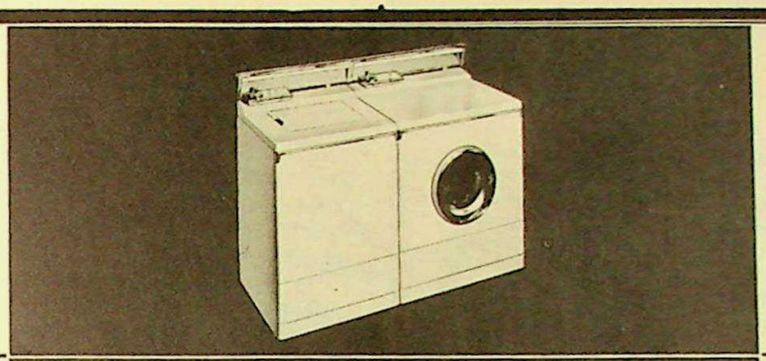
**Also available with Washer and Rinse Water Temperature Selector (Model AW-28-2) for $40 additional.*

We put up with being surpassed more easily than with being equalled.

. . . A. Vinet

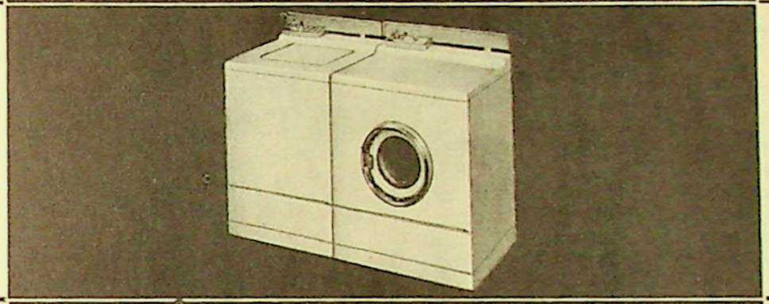
PHILCO Bendix

Philco W-288*
"Custom"
Automatic Washer
Distinctively smart Bermuda Coral customed styled back-splash, dual cycle, 3 separate wash and rinse water temperature selections, two wash and spin speeds, automatic time cycle control, washes clothes lint-free. 36" h, 25¼" w, 26½" d. RETAIL **$399.95.**



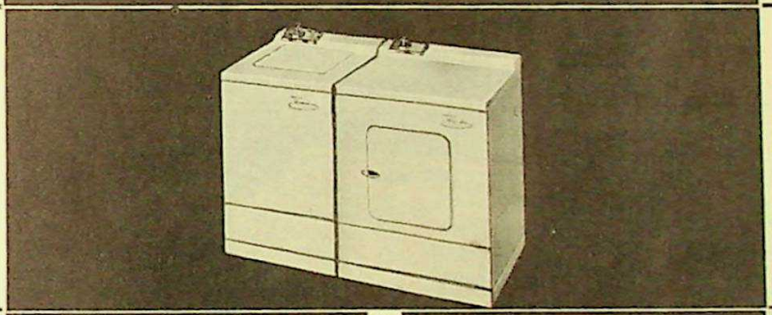
Philco DE-688*
"Custom"
Electric Dryer
Wrinkle-free clothes dryer so automatic, so fast, so safe, it dries all fabrics on one safe setting, faster drying with high-speed heating element, musical "shut-off" signal, lint trap. 43" h, 30" w, 26" d. RETAIL **$329.95.**
DG-688*—Custom gas dryer **$329.95.**

Philco W-286
"Deluxe"
Automatic Washer
Exclusive ball point balance, washes super clean, lint-free, automatic time cycle control, water miser saves up to 15½ gal. per load, automatic positive-fill system, automatic sediment ejector, dual cycle. 36" h, 25¼" w, 26½" d. RETAIL **$349.95.**



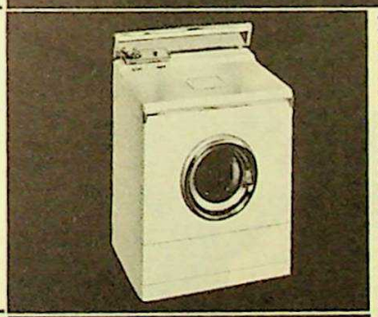
Philco DE 686
"Deluxe"
Electric Dryer
Automatic clothes conditioning cycle dries clothes wrinkle-free, one safe setting for all fabrics, handy porthole door, safety door, special "heat off" switch, front mounted lint trap, 41½" h, 30" w, 26" d. RETAIL **$279.95.**
DG-686—Deluxe gas dryer **$279.95.**

Philco W-282
"Advance"
Automatic Washer
Aluminum agitator lasts a life-time —won't chip, crack or break even if dropped, automatic time cycle control, ball point balance. 36" h, 25¼" w, 26½" d. RETAIL **$249.95.** With "chrome and coral" back splash & 3D filter dispenser **$269.95.**



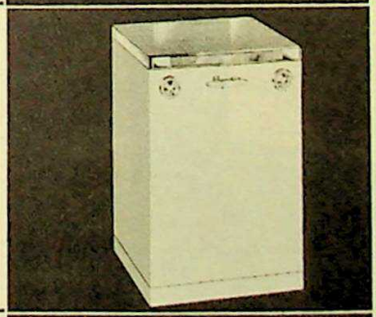
Philco DE-682
"Advance"
Electric Dryer
Fluff and tumble clothes dryer dries wrinkle-free, dries clothes twice as fast with high velocity air-flow, one safe low-heat setting for all fabrics. 36" h, 30" w. 26" d. RETAIL **$189.95.**
DG-682 — Advance Gas dryer **$219.95.**

Philco W-487
"Custom Gyramatic"
Automatic Washer
Washes clothes cleaner, rinses lint-free, spins clothes damp dry, wrinkle-free, automatic pre-wash soak, separate 3 temperature selection of soak, rinse and wash waters, soap and detergent door, suspension system. 43" h, 30" w, 26" d. RETAIL **$349.95.**



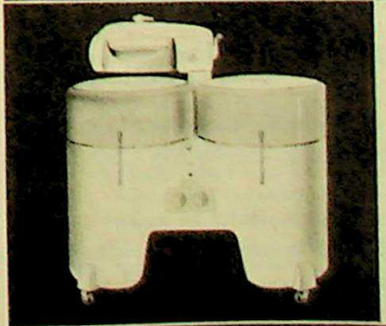
Philco CG-788
"Custom" Duomatic
Gas Washer-Dryer Combination
Washes, then completely dries clothes in one work-saving automatic operation, magic keyboard control, 38½" h, 36" w, 26¾" d. RETAIL **$589.95** Electric washer-dryer combination **$589.95.**
CG-786 — Deluxe gas and electric models **$529.95.**

Philco WGH
"Economat"
Automatic Washer
Washes and rinses a new and better way, with powerful "under-tow" action, light soil floats away at top. heavy dirt flushes out at bottom, squeezes clothes damp dry, thermostatic temperature control, vibration free. 37" h, 23¾" w, 27" d. RETAIL **$229.95.**



Philco W-561
Wringer Washer
Built for years of heavy duty service, yet at a new low price, durable cast aluminum agitator, rugged, smooth-action transmission, safety release wringer, cast iron caster sockets won't break or bend, heavy duty casters roll easily. RETAIL **$99.95.**
W-561P—With drain pump **$109.95.**

Philco W-565
Wringer Washer
Sealed-in heat construction, big 10 lb. capacity, automatic wash cycle timer and new Magic Stop wringer makes this the finest in single tube wringer washer, rugged smooth-action transmission, corrugated hi-vane aluminum agitator. RETAIL **$174.95.**
W-565P—With drain pump **$184.95.**



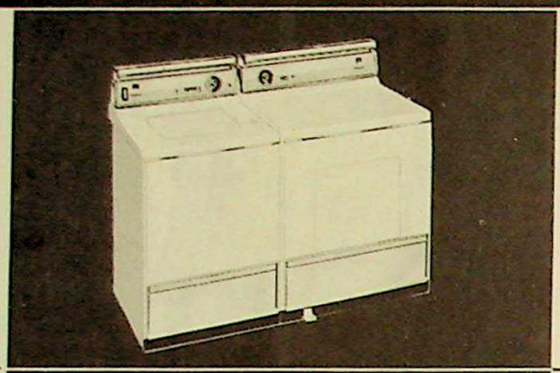
Philco W-569
Twinamatic Washer
Exclusive "2-in-1" washer, magic stop wringer prevents broken buttons and buckles, minimizes wrinkling, automatic timer, hi-vane aluminum agitator, sealed-in heat construction, smooth-action transmission, two blue porcelain tubes. RETAIL **$249.95.**
W-569P—With drain pump **$259.95.**

*Available in color-glo pastels — Pink, Yellow or Green — $10.00 additional.

Hotpoint

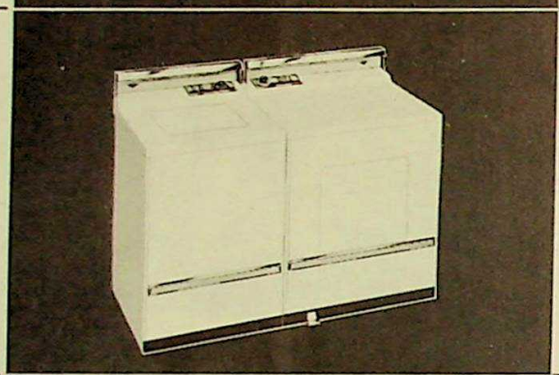
God gives every bird its food,
but He does not throw it into the nest.
. . . J. G. Holland

Hotpoint LWW45*
"Super Deluxe"
Winderinse (2 cycle)
Color-keyed pushbuttons pre-selects wash and rinse temperatures, automatically injects proven liquid fabric softener, traps lint particles. 45" h, 25¾" w, 28¼" d. RETAIL **$399.95.**
LW45-2* cycle "Supreme" washer less winderinse **$379.95.**



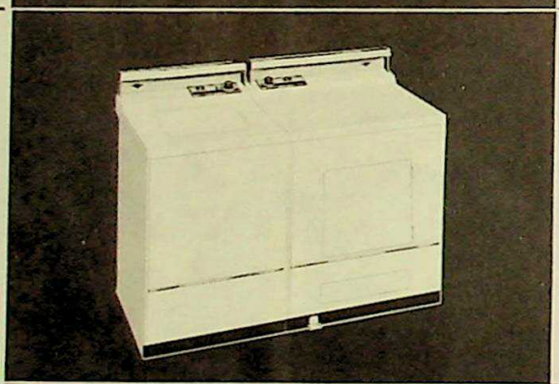
Hotpoint LC45*
"Vent-Free" Condenser
Electric Dryer
Eliminates need for venting, lint and moisture pumped down drain, door opens at touch of foot on conveniently-located pedal, precision electric timer, Calrod heating unit. 31" w, 45" h, 28¼" d. RETAIL **$319.95.**
LB45* Air Blower electric dryer **$299.95.**

Hotpoint LW44*
Deluxe Automatic Washer
Pushbutton automatically pre-selects wash and rinse temperatures, two cycle wond-r-dial, built-in lint filter, red deluxe thriftivator creates vigorous, yet gentle washing action. 42" h, 25½" w, 28¼" d. RETAIL **$339.95.**
LWS44* with suds stor (2 cycle) **$359.95.**



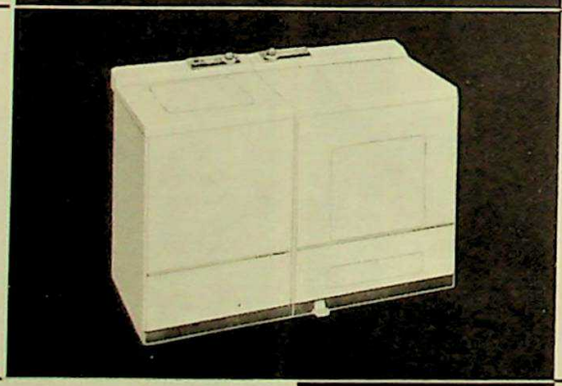
Hotpoint LC44*
Condenser Type Electric Dryer
Safe controlled drying at your fingertips, new toe-touch door opener on conveniently located pedal, safety cut-off switch when door is opened. Calrod heating units. 42" h, 31" w, 28¼" d. RETAIL **$289.95.**
LB44* Air-Blower type electric dryer **$269.96.**

Hotpoint LW43*
Automatic Washer
With 2 pushbuttons and two cycle wond-r-dial, you can select proper wash and rinse temperatures, jet-spray and deep overflow rinses, automatic sediment swirl-out, deluxe thriftivator creates vigorous, yet gentle aquamatic water action. 42" h, 25½" w, 28¼" d. RETAIL **$269.96.**



Hotpoint LB43*
Air-Blower Type Electric Dryer
Two heat selection at your fingertips, automatic timer, toe-touch door opener on conveniently located pedal, automatically illuminates tumbler drum when door is opened, easy-access lint panel, safety cut-off switch when door is opened, Calrod heating units. 42" h, 31" w, 28¼" d. RETAIL **$219.95.**

Hotpoint LW40*
Automatic Washer
Fully automatic pushbutton washing, jet spray rinse and deep overflow rinse, sediment swirl-out removes heavy sand and soil, automatic fill fills tub for either full or partial loads, washer shuts off when lid is raised during spin. 39" h, 25¾" w, 28" d. RETAIL **$229.95.**



Hotpoint LB40*
Air-Blower Type Electric Dryer
Controlled heat drying eliminates clothesline problems and washday weather worries, toe-touch door opener, sealed calrod heating units, safety cut-off switch if door is opened during operation, easy-access lint screen, porcelain protection from rust, stains and corrosion. 39" h, 31" w, 28" d. RETAIL **$179.95.**

a complete home laundry in one space saving unit

Hotpoint has built beauty, convenience and the most wanted features into this efficient, space-saving Combination Washer-Dryer.

Your entire washing and drying is done in one uninterrupted operation. Clothes come out sparkling clean, gently dried and ready for ironing or storage.

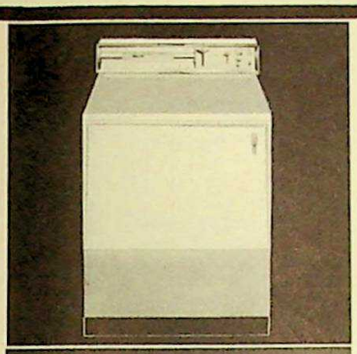
Hotpoint LY1**
Combination Supreme
Washer and Dryer
A complete home laundry in one space-saving unit, touch master control button and walk away from laundering worries, 2 separate washing cycles, pre-selection of wash time and drying heats, see-thru port window, vent-free drying, safety door switch. RETAIL **$529.95.**

**Available in Hotpoint Colortones of coral pink, sunburst yellow, meadow green, and woodland brown at no extra cost.*

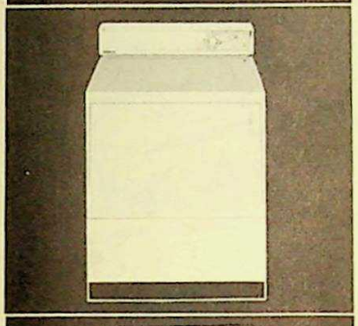
***Available in Hotpoint Colortones at an additional cost of $10.00.*

He is a fool who cannot be angry;
but he is a wise man who will not.
. . . English Proverb

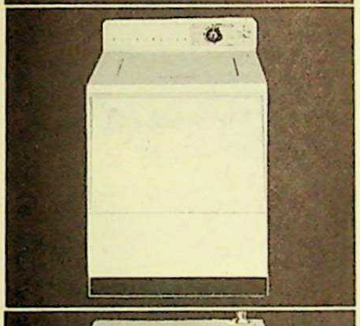
Kelvinator



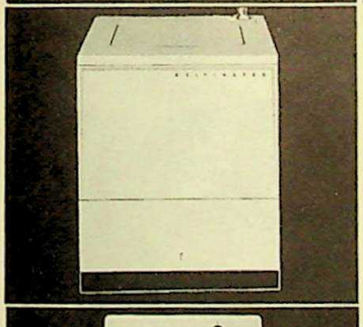
Kelvinator WAH-10*
Automatic Washer
Panoramic control panel, timer control dial, two-cycle wash control, 3 wash temperature, Suds-back switch, 2 wash and spin speeds, automatic lint filter. "Magic Minute" automatically pre-scrubs clothes for 60 seconds, 3-way rinsing. 42" h, 27" w, 28½" d. RETAIL **$399.95.**



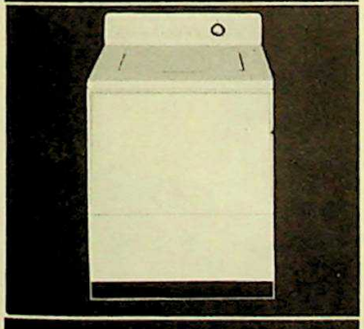
Kelvinator WAH-9*
Automatic Washer
Automatic timer control dial, 3 wash temperature. Automatic lint filter, "Magic Minute" pre-scrubs clothes for 60 seconds, 3-way washing action, 3-way rinsing in clear water. 42" h, 27" w, 28½" d. RETAIL **$379.95.**
WAH-6—Less 3-wash temperature & 2-rinse temperature **$339.95.**



Kelvinator WAH-5L
Automatic Washer
Automatic timer control dial, water temperature control, "magic minute" automatically pre-scrubs clothes for 60 second, 3-way washing action, 3-way rinsing in clear water, spin-air drying, automatic cut-off, lint is overflowed and splashed away. 41¼" h, 27" w, 28½" d. RETAIL **$329.95.**

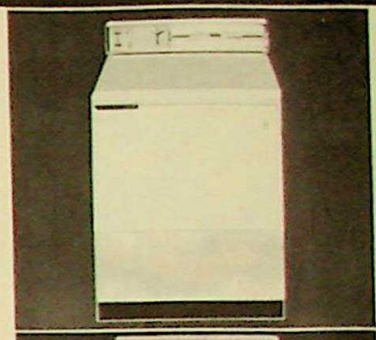


Kelvinator WAH-1
Automatic Washer
Automatic timer control dial. "Magic-Minute" automatically pre-scrubs clothes for 60 seconds, 3-way washing action, 3-way rinsing in clear water. Lint is overflowed and splashed away. Spin-air drying, automatic cut-off, permits partial load washing. 36" h, 27" w, 28½" d. RETAIL **$219.95.**

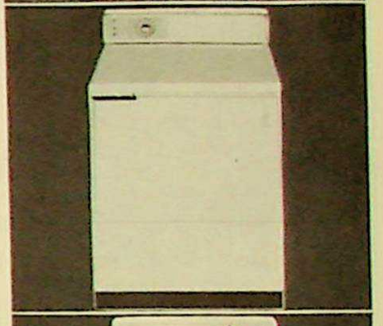


Kelvinator WAH-2
Automatic Washer
Automatic timer control dial. Choice of wash temperature. "Magic Minute" automatically pre-scrubs clothes for 60 seconds, 3-way washing action, 3-way rinsing in clear water. Spin-air drying, permits partial washing loads, automatic cut-off. Lint is overflowed and splashed away. 41½" h, 27" w, 28½" d. RETAIL **$249.95.**

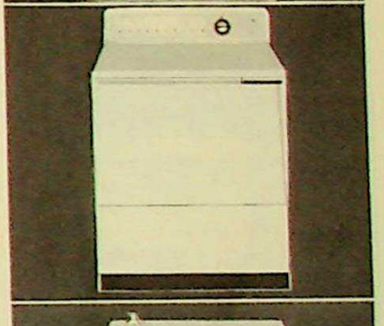
Kelvinator WR-8
10 lb. Cap. Wringer Washer
Tri-action agitator, automatic timer, one-piece deluxe 2¼" roll wringer, touch release bar, steam seal lid, modern control panel. 48½" h. RETAIL **$179.95.**
WR-8P—With power pumps **$199.95.**
WR-5—9-lb. capacity less automatic timer **$139.95.**
WR-5P—With power pump **$149.95.**



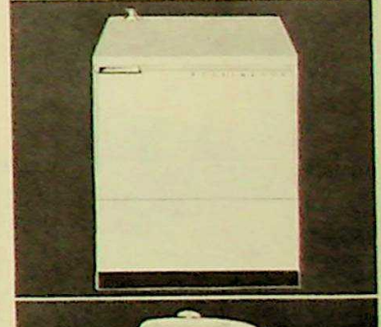
Kelvinator DEH-10*
Automatic Electric Dryer
Panoramic control panel, timer control dial. Fluffing switch permits fluff-drying with or without heat. Concealed lint trap. Safety thermostat shuts off heating element automatically. Economizer light, interior floodlight, 42" h, 27" w, 28½" d. RETAIL **$299.95.**
DGH-10*—Gas dryer **$329.95.**



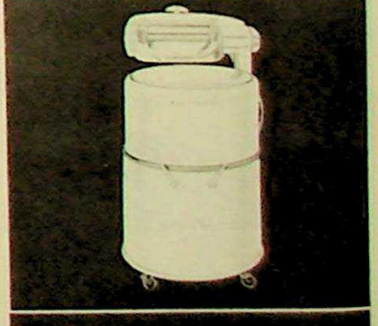
Kelvinator DEH-9*
Automatic Electric Dryer
Automatic timer control dial. Fluffing switch for fluff-drying with or without heat, wrinkle-free drying. Concealed lint trap. Safety thermostat shuts off heating element automatcially, interior floodlight. 36" h, 27" w, 28½" d. RETAIL **$249.95.**
DGH-9*—Gas dryer **$279.95.**



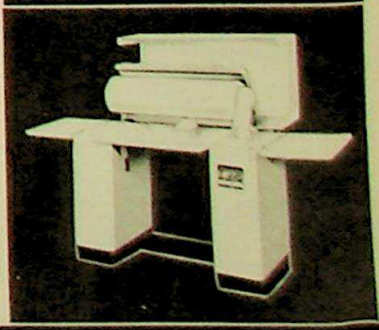
Kelvinator DEH-5L
Automatic Electric Dryer
Automatic timer control dial. Fluffing switch permits fluff-drying with or without heat. Safety thermostat shuts off heating element automatically. Concealed lint trap. Wrinkle-free drying, safe temperature. 41¼" h, 27" w, 28½" d. RETAIL **$229.95.**
DGH-5L—Gas dryer **$259.95.**



Kelvinator DEH-1
Automatic Electric Dryer
Automatic timer control dial. Concealed lint trap. Safety thermostat shuts off heating element automatically, maintains safe temperature. Snap-action safety door. Safe cylinder tumbles clothes gently, will not rust or corrode. 36" h, 27" w, 28½" d. RETAIL **199.95.**
DGH-1—Gas dryer **$299.95.**



Kelvinator WR-3
Wringer Washer
Molded phenolic agitator, deluxe 2¼" balloon roll wringer, touch release bar, big capacity tub, steam seal lid, easy-to-use controls, friction drive, impeller-type pump. 48" h. RETAIL **$119.95.**
WR-2—With 2" wide wringer rolls less deluxe features **$99.95.**
For power driven pump additional **$10.00.**



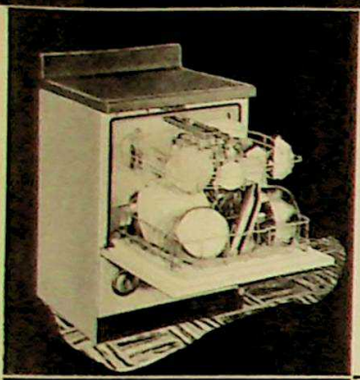
Kelvinator IR
Deluxe Automatic Ironer
Goose-neck ironer head provides two fully open ends. Dual adjustable heat controls. Controls for heat and motor mounted on safety panel. Safety switch control, emergency release control, automatic floor brake, 26" long x 7" diameter ironing rool, heating shoe. 36" h, 36" w, 18" d. RETAIL **$249.95.**

DISHWASHER

RCA WHIRLPOOL – HOTPOINT – FRIGIDAIRE
WESTINGHOUSE – GENERAL ELECTRIC

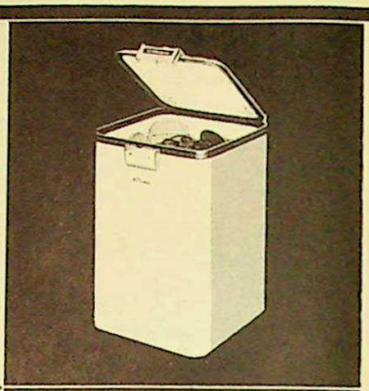
Accuracy is the twin brother of honesty; inaccuracy is a near kin to falsehood.

. . . Tryon Edwards



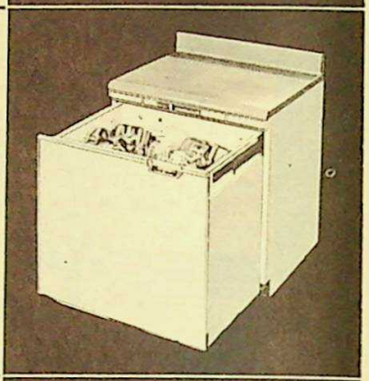
RCA Whirlpool DDW-240
"Imperial"
24" Undercounter Dishwasher
Completely automatic — equipped with Gravity drain. Vinyl coated racks. Lighted timer dial. 34½" h, 21¾" w, 24" d. White, Pink, Yellow, Brushed Chrome. RETAIL **$316.95.**
DDW-241 — Same as above with powerful Pump Drain. **$342.95.**

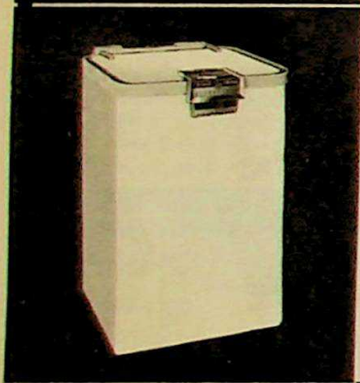
RCA Whirlpool EPDW-221
Portable Automatic Dishwasher
Needs no installation . . . on wheels, serves you anywhere. Rolls easily out of the way for storage. Top loading. Vinyl coated racks. Detergent dispenser. Silverware basket. Automatic water control. 115 volt heater. Positive washing action. 34½" h, 21¾" w, 25" d. RETAIL **$249.95.**



General Electric SU-60R
Princess "24"
Undercounter Dishwasher
Superb convience, colorful styling, proved performance easy installation. Exclusive "Flashaway Drain" eliminates hand-rinsing of dishes before putting into the dishwasher. 34½" h, 24" w, 25" d. Mix-or-Match Colors. RETAIL **$339.95.**

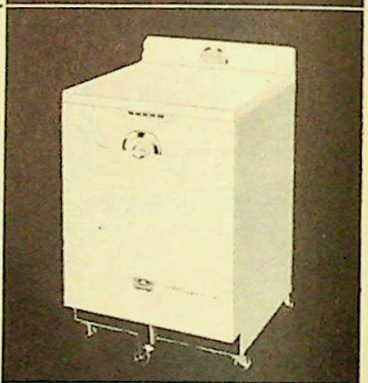
General Electric SU-80R
Empress "30"
Undercounter Dishwasher
With "Flushaway Drain". Vinyl-coated interior. Roomy silverware basket. New Magnetic Detergent Dispenser. Holds service for 12. Easy-to-see fingertip control. 34¼" h, 30" w, 25" d. Mix-or-Match colors. RETAIL **$399.95.**





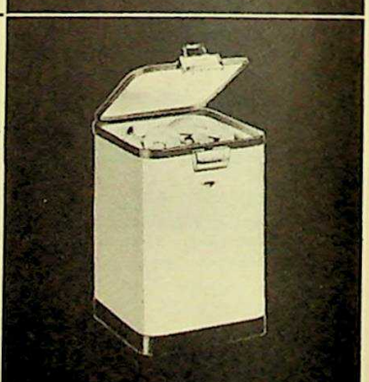
Westinghouse KUP
Portable Dishwasher
Exclusive "Stop-n-Add" feature — add forgotten items anytime. Easy to load—completely portable. Family-size capacity. Yellow vinyl coated racks. Removable silverware basket. Booster heater. Stainless steel detergent cup. 34½" h, 21¼" w, 26¼" d. RETAIL **$239.95.**

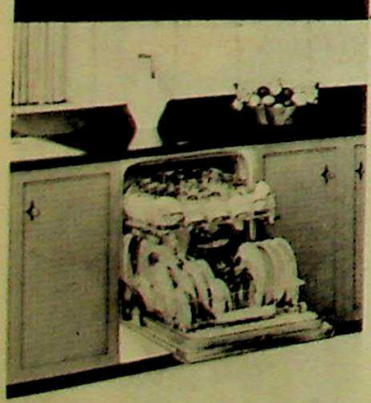
Westinghouse DWD-24FS
Automatic Cabinet Dishwasher
Washes and dries dishes, even pots and pans. Operating Control permits repeat of any part of cycle. Temperature Monitor keeps water at 140°. Vinyl coated racks. 36" h, 24" w, 24½" d. RETAIL **$319.95.** Aqua, Yellow, Gray, Pink. **$309.95.**
DWD-24—Undercounter. **$299.95.**



Frigidaire DWFW
Automatic Cabinet Dishwasher
Cycla-dial controls the entire dishwashing cycle. Turbo-Spray Action hygienically scrubs all surfaces. Vinyl coated racks. Silverware bas ket. 36" h, 24" w, 25¾" d. RETAIL **$339.95.**
DWSW—Under-Sink model. Same as above. **$479.95.**

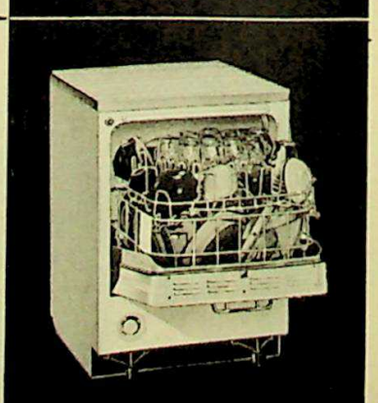
Hotpoint DAP-1
Portable Dishwasher
Rolls to table for loading, then to sink to do dishes, rolls to storage space. Triple-purpose 750 watts heating unit. Recessed Control Dial. Large capacity cushion-coated racks. No installation necessary. Porcelain-finish tub and top. 34½" h, 21½" w, 26¼" d. RETAIL **$229.95.**





Hotpoint DE-1*
"Spot-Less Supreme"
Undercounter Dishwasher
New double-deck water action gives you spotless dishwashing at its best. Exclusive new Dual-Cycle Selector. Water-tight door seal. 34½" h, 24" w, 24" d. RETAIL **$359.95.**
DEM-1 — Maple-top Mobile model same as above. **$389.95.**

Hotpoint MA-6*
"Deluxe"
Undercounter Dishwasher
Outwash ordinary dishwashers because it washes everything twice, fresh detergent in each wash. Equipped with Gravity Drain. 34½" h, 24" w, 24" d. RETAIL **$259.95.**
MAP-6*—With Pump Drain. **$269.95.**
MAP-7 — Mobile Maple top model same as above. **$309.95.**

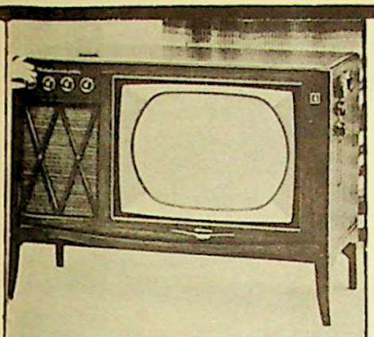


**Available in Coral Pink, Sunburst Yellow, Meadow Green, and Woodland Brown. Stainless Steel, or with provision for panels of Natural Wood at additional cost.*

A business, like an automobile,
has to be driven, in order to get results.

. . . B. C. Forbes

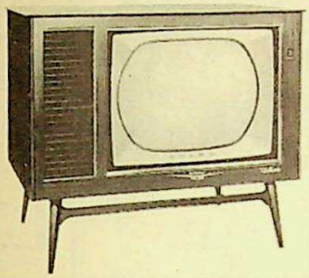
RCA VICTOR



RCA Victor 21CF896* —
"Brandywine" Mark Series.
21" Color Television.

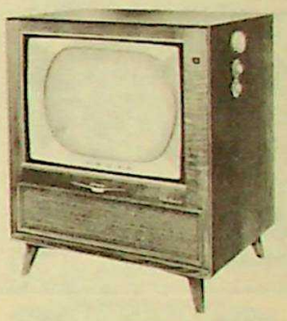
New Orthophonic High Fidelity sound with "Living Color" 21" picture. "High-and-Easy" tuning, Hi-Fi Amplifier, plug-in jacks for Record Player, AM/FM tuner, Standard or Stereophonic Tape Recorder. 40" h, 44" w, 27" d. In Autumn Cherry veneers and solids. RETAIL **$895.00.**

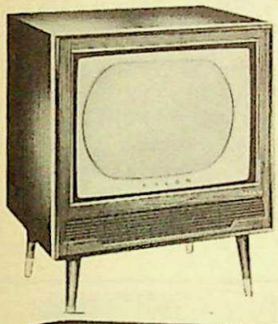
RCA Victor 21CD894* —
"Woodbridge" Mark Series.
21" Color Television.
Lowboy cabinetry in Colonial tradition. "Natural Living" color 3-speaker "Panoramic Sound." 36¾" h, 41" w, 30½" d. Cherry. RETAIL **$895.00.**
21CD892* — "Alexander." Same features as above but in attractive modern design. Choice of Walnut or Oak. **$895.00.**



RCA Victor 21CD890* —
"Townsend" Mark Series.
21" Color Television.
Easy stand-up tuning, "Natural Living" color. Mirror-Sharp picture, illuminated front window channel Indicator, new simplified "Color-Quick" tuning with seldom used controls out of sight. 34½" h, 39" w, 27½" d. Styled in Walnut or Oak. RETAIL **$795.00.**

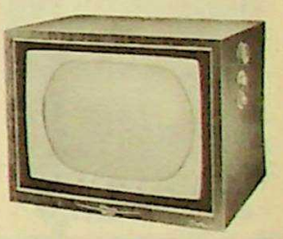
RCA Victor 21CD888* —
"Wentworth" Mark Series.
21" Color Television.
Sparkling brass trim and soft-toned lacquered picture-frame mask. "Natural Living" color, 3-speaker "Panoramic Sound", easy stand-up tuning. 37¾" h, 30½" w, 27¾" d. Available in Mahogany, Walnut, Birch. RETAIL **$795.00.**
21CD886 — "Anderson." **$750.00.**

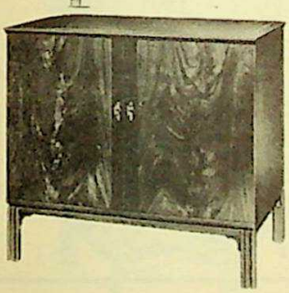




RCA Victor 21CD877* —
"Sanford" Mark Series.
21" Color Television.
21-inch Consolette with revolutionary new 14" x 3" speaker located beneath picture screen. "Natural Living" color, advanced balanced Fidelity Sound, "Color-Quick" tuning. 37¼" h, 29" w, 27¼" d. In Mahogany gr., Walnut gr., or Limed Oak gr. RETAIL **$650.00.**

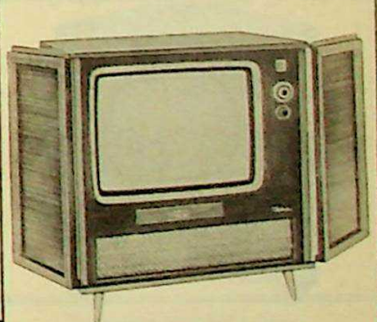
RCA Victor 21CD872 —
"Abington" Mark Series.
21" Color Television.
Lowest priced, with superb color and black-and-white performance. "Color-Quick" tuning assures fast, easy, accurate tuning. Balanced Fidelity sound. 25" h, 27" w, 27"d. Mahogany or Limed Oak grained. RETAIL **$550.00.**
21CS781 — "Aldrich." **$495.00.**





RCA Victor 21CD797 —
"Arliss" Deluxe Series.
21" Color Television.
Breathtaking Chinese Chippendale lowboy styling. Fine mahogany. Full door console. "High-and-Easy" tuning, 3-speaker "Panoramic Sound," full Fidelity Color, "Front Window" VHF Channel indicator, "Magic Monitor" Deluxe chassis. 36½" h, 38½" w, 30½" d. RETAIL **$850.00.**

RCA Victor 21CD793 —
"Chandler" Deluxe Series.
21" Color Television.
Full door console, "Panoramic Sound," personalized color control, "Front Window" VHF Channel Indicator. 39" h, 33" w, 30" d. In genuine Mahogany or natural Walnut. RETAIL **$795.00.**
21CD795 — "Strathmore" French Walnut or Bleached Birch. **$795.00.**



RCA Victor 21CD789 —
"Whitby" Deluxe Series.
21" Color Television.
Full Fidelity color, new "Panoramic Sound," personalized Color Control, "Front Window" VHF channel indicator, and "Magic Monitor" deluxe chassis. In genuine Mahogany or Blond Tropical Hardwood with woven grille cloth. 38½" h, 31½" w, 28" d. RETAIL **$745.00.**

RCA Victor 21CT878 —
"Lockhaven" Super Series.
21" Color Television.
Ultra-sharp color and black-and-white reception. New illuminated "Window Knob," balanced Fidelity Sound. "High-and-Easy" Tuning. Graceful console design. 39" h, 23¼" w, 28" d. In Mahogany or Limed Oak grained finish. RETAIL **$695.00.**

RCA Victor 21CT785 —
"Westcott" Super Series.
21" Color Television.

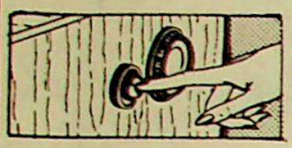
Balanced Fidelity sound. New illuminated "Window Knob" shows your selected VHF or UHF channel numbers clearly. "High-and-Easy" tuning. 40" h, 28¼" w, 27½" d. Satiny Mahogany grained or Limed Oak grained. RETAIL **$645.00.**

RCA Victor 21CT783 —
"Stanwyck" Super Series.
21" Color Television.
Smart consolette styling. Burnished brass fixtures and "sand-tone" lacquered picture-frame mask. Compatible Color, balanced Fidelity Sound, "High-and-Easy" Tuning. Dimensions: 38" h, 28½" w, 27½" d. Choice of Mahogany or Limed Oak finish. RETAIL **$550.00.**

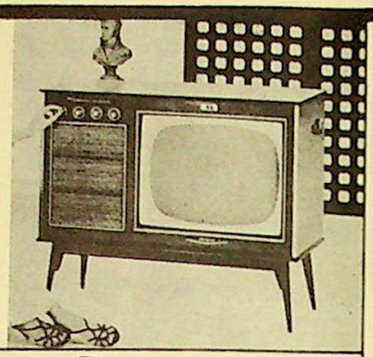
All Models available in VHF at slight additional cost. Remote Control available on certain models — check your dealer for proper information.

RCA VICTOR

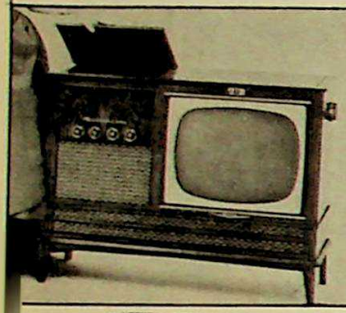
It never occurs to fools that merit
and good fortune are closely united.
. . . Johann Wolfgang von Goethe



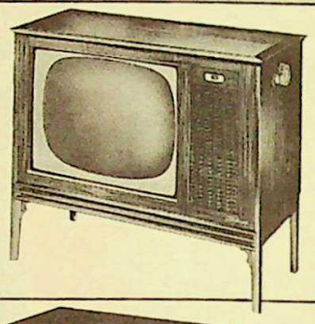
"High-Sharp-And-Easy" Tuning—RCA Victor offers you the easiest way ever to tune TV! Major controls are high on the cabinet, seldom-used knobs within easy reach under a lighted "hidden panel." Push the "One-Touch" switch to turn set on or off **without changing your previously selected volume setting!** Volume control **stays set!**



RCA Victor 21DF863
"Bancroft" Deluxe Series
21" Hi-Fi Console Television
A masterpiece of electronic imagination. "New Slender Look," Orthophonic High Fidelity sound, plug-in jacks for record attachment, AM-FM tuner. 33¾" h, 40" w, 17¼" d. Available in Mahogany, Walnut or Oak veneers and solids. RETAIL **$450.00.**

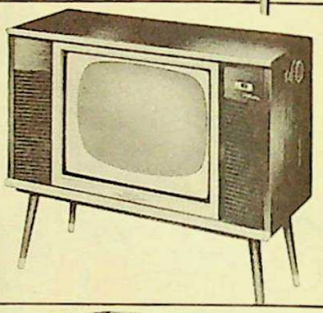


RCA Victor 21VF869
"Penfield" Deluxe Series
21" Hi-Fi Console Television
Deluxe TV-Phonograph combination. New Orthophonic High Fidelity sound and exclusive 4-speed "Victrola". Plug-in jacks. A "music room" in itself. 34" h, 44" w, 17¼" d. Available in Mahogany, Walnut or Oak finishes. RETAIL **$550.00.**

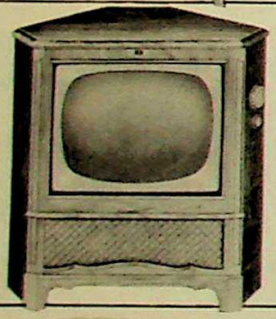


RCA Victor 24D867
"Montgomery" Deluxe Series
24" Console Television
Finest black-and-white 24" TV model offered by RCA Victor. All Deluxe features, including "New Slender Look," 3-speaker "Panoramic Sound." 34½" h, 38¼" w, 18¾" d. Choice of Walnut or Birch with wood lattice grille. RETAIL **$395.00.**

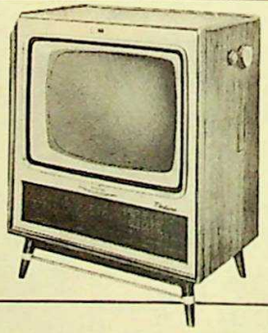
RCA Victor 24D865
"Cunningham" Deluxe Series
24" Console Television
Beauty and performance at budget price. All Deluxe features. Sleek modern design. 36½" h. 28¼" w, 18" d. Mahogany or Limed Oak. RETAIL **$369.50.**
21D852 "Robbins" 21" Console. Mahogany, Walnut, Limed Oak or Birch. **$349.95.**



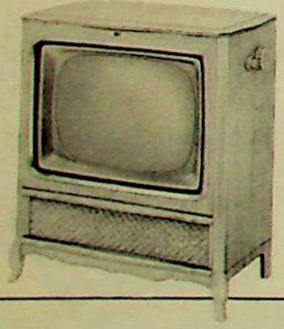
RCA Victor 21D856
"Fairhaven" Deluxe Series
21" Console Television
A triumph of "lean and clean" lowboy styling. All Deluxe features including 3-speaker "Panoramic Sound," and "High, Sharp-And-Easy" Tuning. 33¾" h, 39" w, 18" d. Choice of Mahogany, two-tone Walnut, or Limed Oak. RETAIL **$349.50.**



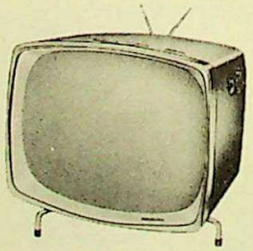
RCA Victor 21D862
"Norman" Deluxe Series
21" "Custom Corner" Console
TV that fits in a corner. Provincial cabinetry. All Deluxe features. 21" x 35" x 19" from corner to front. Tawny Birch veneers and solids. RETAIL **$379.50.**
21T847 "Malvern" Super Series. Mahogany grained, two-toned Walnut grained, or Birch. **$289.95.**



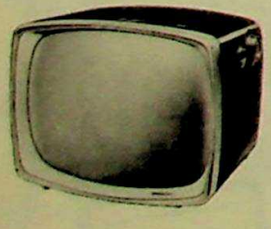
RCA Victor 21D860
"Lockwood" Deluxe Series
21" Console Television
Functional beauty and convenience . . . a "Swivel" console which turns at a touch. All Deluxe features. 36½" h, 28¾" w, 17" d. Available in Mahogany, two-tone Walnut with Blond Tropical Hardwood face, or Birch. RETAIL **$369.50.**



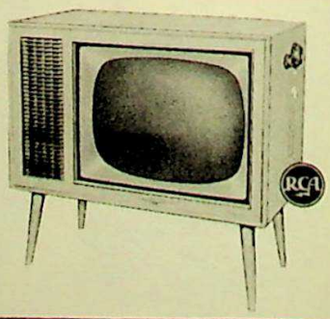
RCA Victor 21D858
"Bordeaux" Deluxe Series
21" Console Television
French Provincial cabinetry with the new "Slender Look." "Panoramic Sound," "Magic Monitor", and other Deluxe features. 36" h, 29¼" w, 17¼" d. Available in Tawny Birch veneers and solids with gold-flecked grille cloth. RETAIL **$369.50.**



RCA Victor 21D830
"Burbank" Deluxe Series
21" Table Television
Value packed swivel design table model with new teardrop styling and telescopic antenna. Measures only 20¾" h, 22" w, 17½" d. Mahogany, Walnut or Limed Oak grained finishes. RETAIL **$239.95.**
17D818—"Blaine" 17" Swivel Table Model. **$189.95.**



RCA Victor 21D828
"Holme" Deluxe Series
21" Table Television
Something really new in table model design. "Lean and Clean" with teardrop styling and recessed controls. Sturdy legs protect table tops. Compact, convenient size. 19" h, 22" w, 17½" d. Styled in gleaming Gray or Ebony. RETAIL **$219.95.**



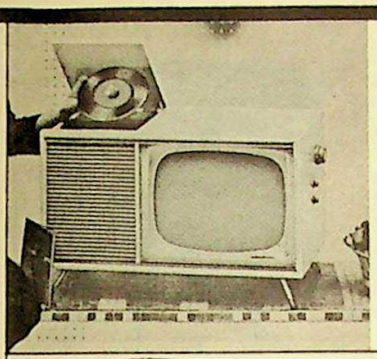
RCA Victor 21T846
"Garvey" Super Series
21" Console Television
Lowest priced 21" RCA Victor lowboy TV with the New Slender look. Powerful chassis, mirror-sharp picture, 110° aluminized picture tube, easy-to-reach controls under "hidden panel." 32" h, 33¼" w, 17" d. Mahogany, Walnut, Limed Oak or Birch finishes. RETAIL **$289.95.**

Remote control available on certain models—check with your dealer for proper information.

I am a great believer in luck. The harder I work the more of it I seem to have.

. . . Coleman Cox

RCA VICTOR



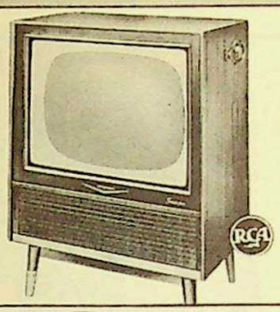
RCA Victor 14VT815
"Bellevue" Super Series
14" TV-Record Player Comb.
Unique new 14" TV and "Victrola" "45" Record Player. Contemporary design. Separate Amplifier for Record Reproduction, Tone-Control, "High-Efficiency" Chassis, mirror-sharp picture, "Balanced Fidelity" sound. Mahogany grained or Limed Oak grained. RETAIL **$239.95.**

LEAN New slender cabinet saves up to 36% floor space. Makes any room seem "roomier"!

CLEAN Here's TV that helps you decorate! No dials or gadgets in front. No space-stealing bulges in back!

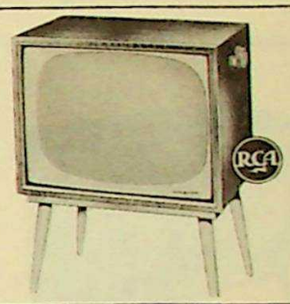
MIRROR-SHARP

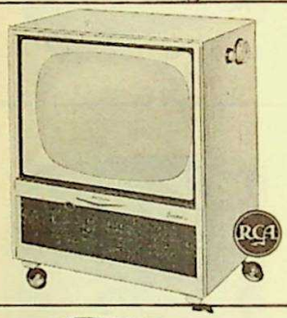
See the blackest blacks, the whitest whites in TV. Enjoy new depth . . . new dimension.



RCA Victor 21T848
"Harding" Super Series
21" Console Television
Convenient swivel TV that turns at a touch. In stunning contemporary styling. Lean. clean design and mirror sharp picture. "Balanced Fidelity" FM sound. 36" h, 26¼" w, 17" d. Mahogany gr. or Limed Oak gr. RETAIL **$299.95.**
21T842 Without swivel **$299.95.**

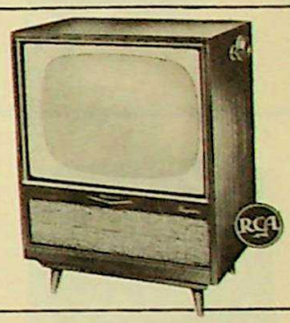
RCA Victor 24T833
"Randolph" Super Series
24" Swivel Television
Biggest value in "larger-than-life" 24" TV. "Touch-turn" swivel convenience, Modern design. All Super series features, including "Balanced Fidelity" FM sound. 34" h, 26" w, 18" d. Mahogany gr. or Limed Oak gr. RETAIL **$259.95.**
21T826 "Evans" 21" **$229.95.**

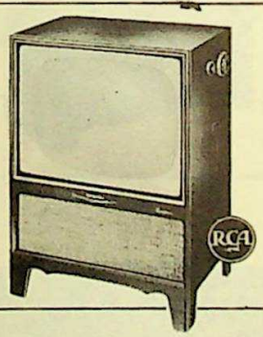




RCA Victor 21T840
"Langston" Super Series
21" Console Television
Refreshingly new style with "Glide-Along" casters feature. Easy to roll over carpets and door sills. Modern design, new Slender look, mirror-sharp picture, "Balanced Fidelity" FM sound. 33" h, 24¼" w, 17" d. Mahogany gr. or Limed Oak gr. RETAIL **$269.95.**

RCA Victor 21T839
"Cooper" Super Series
21" Console Television
Budget-priced Swivel TV in modern design. Low priced with big-set Super series performance, including "One-Touch" switch, "Balanced Fidelity" FM sound, mirror-sharp picture. 34" h, 24¼" w, 17" d. Available in Mahogany gr. or Limed Oak gr. RETAIL **$269.95.**

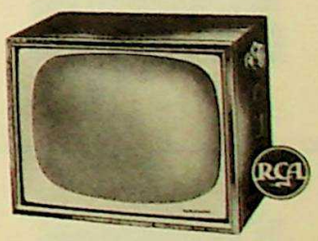




RCA Victor 21T837
"Fielding" Super Series
21" Console Television

High-style console in contemporary mood . . . clean-lined and compact. Powerful chassis, mirror-sharp picture, "Balanced Fidelity" sound and other improvements. 32" h, 24¼" w, 17" d. Choose from Mahogany gr., Walnut gr., or Limed Oak gr. finishes. RETAIL **$239.95**

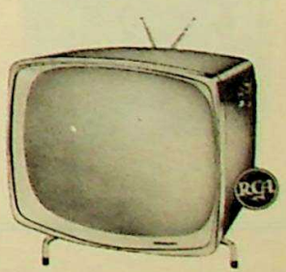
RCA Victor 24T832
"Rockwell" Super Series
24" Table Television
"Larger-than-life" table model fits on shelves and close to wall. Streamlined cabinet and narrow depth. All Super series features. 20½" h, 26" w. 18" d. Mahogany gr., Limed Oak gr. RETAIL **$239.95.**
21T820 — "Dalton" 21" Model. Ebony, Mahogany gr., Limed Oak gr. **$199.95.**



PORTABLE TV

- **Console-like performance with "High Efficiency" chassis.**
- **"Mirror-Sharp" picture with new depth . . . new dimension.**

RCA Victor 21T824
"Portland" Super Series
21" Table Television
Stunning model swivels at a touch. Smart new teardrop design, with all "Super" set performance features. Retractable antenna. 20¾" h, 22" w, 17" d. Walnut gr. or Limed Oak gr. RETAIL **$219.95.**
21T822—"Rocklyn" without swivel. Gray, Ebony. **$199.95.**



RCA Victor 17PD809
"Socialite" Flight-Line Series
17" Portable Television
Attractive deluxe portable combining "Flight-Line" beauty and performance features. 15½" h, 17" w, 15" d. Garnet, Ivory, 2-tone Blue/Gray finishes. RETAIL **$189.95.**
17PT807—Gray, Ebony. **$169.95.**

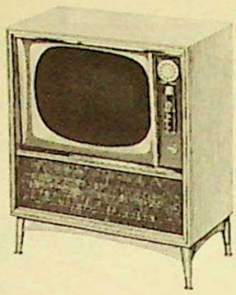
RCA Victor 14PD805
"Gladwin" Flight-Line Series
14" Portable Television
Deluxe 14" portable wtih family-budget price tag. "High Efficiency" chassis, "Mirror-Sharp" picture. 16½" h, 14" w, 15" d. Garnet, Ivory, 2-tone Ebony/Gold, 2-tone Gold/Ivory or Gleaming Stainless Steel. RETAIL **$149.95.**
14PT802—Gray, Ebony **$129.95.**

All models available in V.H.F. at slight additional cost.

GENERAL ELECTRIC

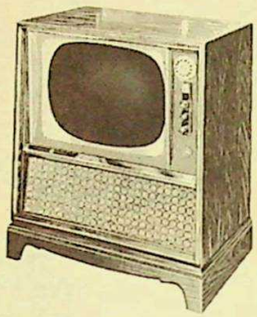
Seek not for fresher founts afar,
just drop your buckets where you are.
. . . S. W. Foss

General Electric 21C1556
"Ultra-Vision"
21" Console Television
Deluxe console in beautiful new slim silhouette styling with full folding doors. Features the new "Electronic Tuning," triple speaker audio system for brilliant sound, lighted channel indicator, built-in antenna. 30¼" h, 40" w, 16" d. Genuine Mahogany. RETAIL **$489.95.**

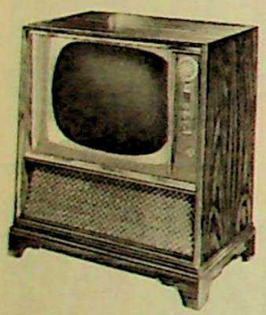


General Electric 21C1553
"Ultra-Vision"
21" Console Television
Transitional styling in new slim silhouette. "Electronic Tuning", remote control at no extra cost, triple speaker audio system for brilliant sound, "Set-and-Forget" volume control, built-in antenna, tilted dark safety glass. 35½" h, 28½" w, 15" d. White Oak. RETAIL. **$369.95.**

General Electric 21C1555
"Ultra-Vision"
21" Console Television
Contemporary design with new G.E. "Electronic Tuning", triple speaker audio system, remote control, lighted channel indicator, power packed "Ultra-Vision" chassis, built-in antenna, high contrast dark safety window. 30¼" h, 40" w, 17" d. Cherry. RETAIL **$459.95.**



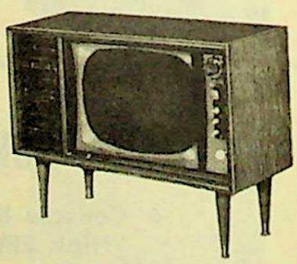
General Electric 21C1554
"Ultra-Vision"
21" Console Television
Richly styled cabinet in new slim silhouette with swivel casters. "Ultra-Vision" with "Electronic Tuning", remote control, triple speaker audio system, high contrast dark safety window, built-in antenna. 35¼" h, 29" w, 15" d. Cherry. RETAIL **$369.95.** Mahogany **$359.95.**



General Electric 24C1670
"Ultra-Vision"
24" Console Television
Natural wood veneer in new slim silhouette styling. Giant, easy-to-watch picture—G.E.'s biggest TV picture. Has "Electronic Tuning," triple speaker audio system, high contrast dark safety window. 36¾" h, 31¼" w, 15¾" d. Genuine Mahogany. RETAIL **$389.95.**

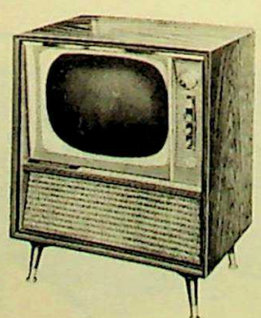
General Electric 24C1660
"Ultra-Vision"
21" Console Television
G.E.'s biggest picture in the trim, slim silhouette design. Styled in authentic traditional motif. Multiple speaker audio system, "Set-and-Forget" volume control. 37" h, 31" w, 15½" d. Mahogany. RETAIL **$369.95.** Also in White Oak. **$379.95.**

General Electric 24C1671
"Ultra-Vision"
24" Console Television
New compact shape in slim silhouette styling. New "Electronic Tuning", remote control, triple speaker audio system, tilted dark safety glass—G.E.'s famous Glarejector feature. Built-in antenna. 37½" h, 31¼" w, 15¾" d. White Oak veneers. RETAIL **$399.95.**



General Electric 21C1557
"Ultra-Vision
21" Lo-Boy Television
Long, low lines in Slim Silhouette styling. Dual-speaker balance fidelity sound, "Set-and-Forget" volume control, built-in antenna, high contrast, dark safety window. 31" h, 37¼" w, 15" d. Mahogany. RETAIL **$339.95.** Also in Blond Oak or Cherry. **$349.95.**

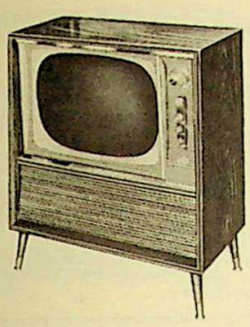
General Electric 21C1562
"Ultra-Vision"
21" Console Television
Highly-grained natural wood veneer tailored for trimness in subtle transitional styling. Featuring new "Electronic Tuning", lighted channel indicator, "Set-and-Forget" volume control, built-in antenna, 35½" h, 28½" w, 15" d. Mahogany Veneer. RETAIL **$349.95.**



General Electric 21C1548
"Ultra-Vision"
21" Console Television
Tailored, swivel-base cabinet in new slim silhouette design gives graceful lines. Triple speaker audio system for brilliant sound, "Set-and-Forget" volume control, big easy-to-watch picture. 36¼" h, 28½" w, 15" d. Mahogany. RETAIL **$339.95.** White Oak. **$349.95.**

Freedom is not worth having
if it does not connote freedom to err.
. . . Mahatma Gandhi

GENERAL ELECTRIC

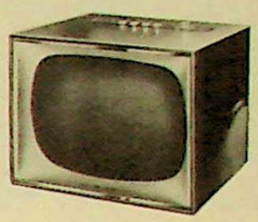


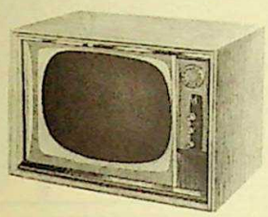
General Electric 21C1550
"Ultra-Vision"
21" Console Television

Exciting new slim silhouette styling. Multiple speaker system for balanced life-like sound, big easy-to-watch picture, "Set-and-Forget" volume control, Built-in antenna. 34½" h, 28½" w, 15" d. Mahogany. RETAIL **$299.95.** Also in White Oak. **$309.95.**

General Electric 21T1439
"Top-Tuning"
21" Table Model Television

Rich, trim-tailored metal cabinet in luxurious bronze finish, styled on graceful, narrow lines. G.E. "Top-Tuning" to bring in the "right" sound. Big easy-to-watch picture with the new aluminized picture tube. 18" h, 22¼" w, 17" d. Bermuda Bronze. RETAIL **$199.95.**



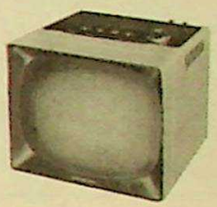


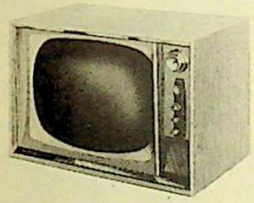
General Electric 21T1544
"Ultra-Vision"
21" Table Model Television

Rich, wood-grain on pressed wood cabinet. Slim silhouette lines. New G.E. "Electronic Tuning," big easy-to-watch picture, "Set-and-Forget" volume control. Power-packed "Ultra-Vision" chassis. 20" h, 28½" w, 15" d. White Oak finish. RETAIL **$279.95.** Mahogany finish. **$269.95.**

General Electric 17P1332
"Big Screen"
17" Portable Television

The finest in portable cabinet design. Aluminum cabinet is lighter and more compact. Big console-like picture, long range reception, retractable carrying handle, light balanced weight. 14¼" h, 16½" w, 15" d. Anniversary Gold and Ivory. RETAIL **$189.95.**



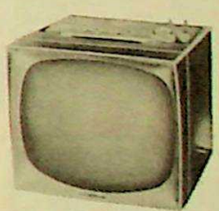


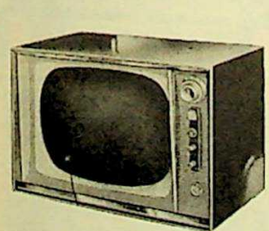
General Electric 21T1542
"Ultra-Vision"
21" Table Model Television

Beautiful new metal cabinet in slim silhouette styling. Big, easy-to-watch picture, high contrast dark safety picture, "Direct Sound" for new tone fidelity. 18¾" h, 27¼" w, 15" d. White Oak. RETAIL **$259.95.** Also available in Mahogany finish. **$249.95.**

General Electric 17P1329
"Big Screen"
17" Portable Television

Lighter, more compact, new aluminum cabinet. Big picture, long range reception, built-in antenna. Balanced weight for easy carrying. 14½" h, 16½" w, 15" d. Choice of Beige and Tawny White, Turquoise and Mist Green, Charcoal and Mist Gray. RETAIL **$189.95.**



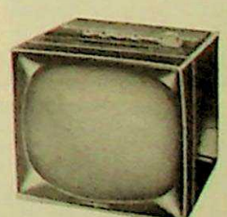


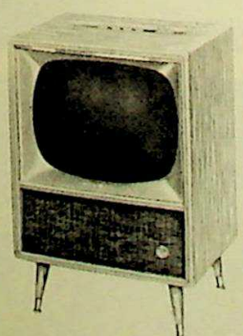
General Electric 21T1540
"Ultra-Vision"
21" Table Model Television

Luxurious, bronze-finished metal cabinet with dramatic new look. Big, easy-to-watch picture, "Set-and-Forget" volume control, high contrast dark safety window. New slim silhouette saves room space. 18¾" h, 27¼" w, 15" d. Bermuda Bronze. RETAIL **$239.95.**

General Electric 17P1328
"Big Screen"
17" Portable Television

This attractive new portable with steel cabinet is more compact than ever. Big screen, easy-to-see, easy-to-reach controls on top. Long range reception, retractable carrying handle. Easy to carry. 14¼" h, 16½" w, 15" d. Bermuda Bronze. RETAIL **$169.95.**



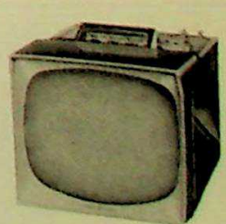


General Electric 21C1450
"Top-Tuning"
21" Console Television

Smart cabinet design tailored for trimness in narrow, graceful lines. Convenient "Top-Tuning", high contrast dark safety window, big easy-to-watch picture, built-in antenna. 35" h, 23" w, 17" d. White Oak. RETAIL **$259.95.** Mahogany grain finish. **$249.95.**

General Electric 14P1210
"Companion"
14" Portable Television

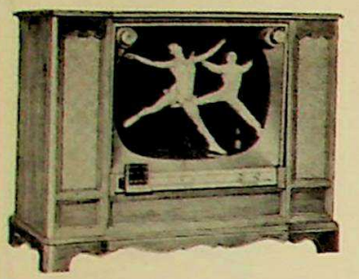
Sleek new portable with compact, lighter than ever aluminum cabinet. Big picture, long-range reception, built-in telescoping antenna. Easy-to-see controls are on top. 12¼" h, 14" w, 13¾" d. Nassau Brown and Ivory, Adobe Red and Ivory, Seal and Mist Green. RETAIL **$149.95.**



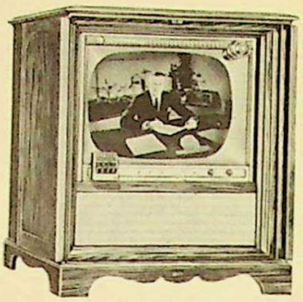
ZENITH

Great works are performed not by strength but by perseverence.

. . . Samuel Johnson

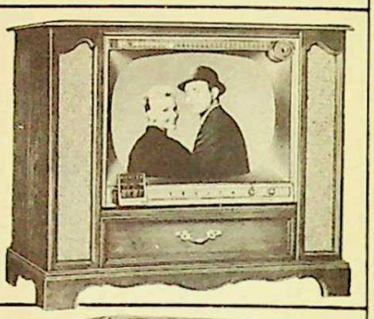


Zenith A-4012
"York" Space Command
24" Decorator Console TV
New horizontal chassis with new extended video band amplifier circuits. Superior quality picture, locks picture in place to eliminate vertical roll and side to side wobble, selective filter. Cherry wood or Mahogany wood. 33½" h, 39½" w, 18" d. RETAIL **$575.00.**



Zenith A-3014
"Williamsburg" Space Command
21" Decorator Console TV
Has sharp, uniform picture. Special selective filter to screen interferences, three high fidelity speakers, static-free FM sound, "Cinelens" picture glass darkened lens intensifies contrast. Mahogany veneers or cherry veneers. 38¼" h, 30" w, 21" d. RETAIL **$575.00.**

Zenith A-3013
"Deauville" Space Command
21" Decorator Console TV
Turret tuner for television's finest extra-sensitive tuner, fringe lock circuit locks picture in place, static-free FM sound, four high fidelity speakers, remote TV tuning from your easy chair. "Pull-Push" on-off switch. Cherry wood. 33½" h, 39½" w, 18" d. RETAIL **$525.00.**

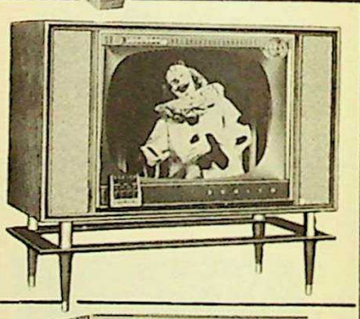


Zenith A-3012
"Wellington" Space Command
21" Decorator Console TV
New high fidelity horizontal chassis to make possible breathtaking picture detail. Fringe lock circuit locks picture in place, static-free FM sound, selective filter to screen out interference. Mahogany or cherry. 33½" h, 39¾" w, 18¼" d. RETAIL **$475.00.**

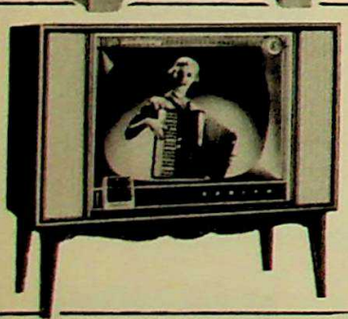
Zenith A-3011
"Bancroft" Space Command
21" Decorator Console TV
Turret tuner for finest tuning, cascode tuner circuit for incomparable picture clarity, four high fidelity speakers, easy-chair remote tuning, pull-push on-off top tuning switch. Walnut veneers, Blond Oak or Ebony. RETAIL **$450.00.**
33½" h, 40½" w, 17¾" d.

Zenith A-4007
"Lancaster" Space Command
24" Console Television
New horizontal chassis with extended video band amplifier circuits, gives sharp uniform picture, "Bull's eye" turret tuner. Special selective filter screens out interference. Simplified servicing. Grained Mahogany or Blond Oak. 38" h, 27¾" w, 19" d. RETAIL **$450.00.**

Zenith A-3010
"Stratford" Space Command
21" Console Television
Features three high fidelity speakers, "fringe lock" circuit to lock picture in place. "Sunshine" picture tube produces razor sharp definite between white and black. Grained Mahogany. 37" h, 27" w, 19" d. RETAIL **$399.95.** Grained Blond Oak **$409.95.**

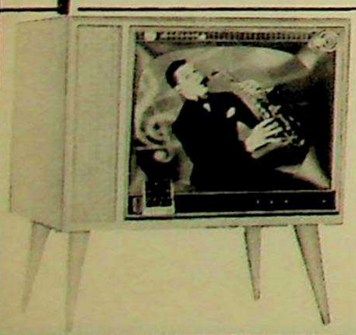


Zenith A-3009
"Aragon" Space Command
21" Console Television
New "service saver" super horizontal chassis. Has "sunshine" picture tube fo breathtaking picture clarity, detail and depth. Static-free FM sound, two 4" x 6" speakers, target tuner, spotlite dial. Cherry or Blond Oak. 33" h, 35½" w, 17½" d. RETAIL **$399.95.**



Zenith A-3007
"Wilshire" Space Command
21" Console Television
Precision hand-crafted horizontal chassis, has "sunshine" picture tube for clarity and depth. Static-free FM controlled sound, 2 speakers, tone control, target tuner for greater signal selectivity. Grained Mahogany. 33" h, 35½" w, 17½" d. RETAIL **$389.95.**

Zenith A-3008
"Bainbridge" Space Command
21" Console Television
"Sunshine" picture tube for razor sharp definition between whites and blacks. Static-free FM sound, one giant 10" speaker, "fringe lock" locks picture solidly. Remote tuning. Grained Mahogany. 37½" h, 26½" w, 18½" d. RETAIL **$349.95.** Blond Oak **$359.95.**



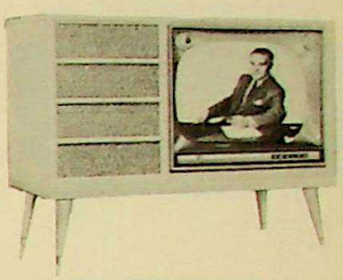
Zenith A-3006
"Cavanaugh" Space Command
21" Console Televsion
America's finest television chassis, "Sunshine" picture tube for greater clarity and depth, static-free FM sound, giant speaker, target tuner for greater signal selectivity. Exclusive remote tuning. Mahogany. 34" h, 31" w, 17¾" d. RETAIL **$349.95.** Blond Oak **$359.95.**

Zenith A-3004
"Newport" Space Command
21" Console Television
"Sunshine" picture for greater clarity and depth, static-free FM sound, quality speaker, target tuner, built-in antenna. "Fringe lock" locks picture solidly. Spotlite dial. Walnut. 36" h, 25½" w, 17½" d. RETAIL **$299.95.** In Mahogany **$319.95.** In Blond Oak **$329.95.**

In all science error precedes the truth,
and it is better it should go first than last.
. . . Horace Walpole

ZENITH

Zenith A-3001
"Lynville" Space Command
21" Table Television
"400" remote TV tuning, "Sunshine" picture tube for greater picture clarity, static-free FM sound. Mahogany. 20½" h, 23½" w, 17½" d. RETAIL **$289.95.** Blond Oak **$299.95.**
A-3000—"Kingsley" with "200" remote TV tuning. Mahogany. **$269.96.** Blond Oak **$279.95.**

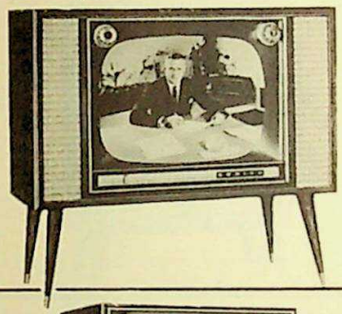


Zenith A-2282
"Glendale"
21" Television-Phono. Comb.
"Sunshine" picture tube, target tuner, 3 high fidelity speakers, static-free FM sound, cobra-matic 4 speed record changer, dual needle cartridge, automatic intermix, automatic shut off, "fringe lock" circuit. Mahogany or Blond Oak. 34" h, 42" w, 21" d. RETAIL **$425.00.**

Zenith A-2673
"Saxon"
24" Consolette Television

New horizontal chassis, "Sunshine" picture tube for clarity and depth, target tuner, top tuning with new "pull-push" on-off switch, two speakers, static-free FM sound. Mahogany. 37" h, 27¾" w, 19½" d. RETAIL **$299.95.** Blond Oak **$309.95.**

Zenith A-2360
"Holbrooke" Deluxe
21" Console Television
The new "Service Saver" horizontal chassis, "Sunshine" picture tube, "Bull's Eye" turret tuner, special selective filter, three high fidelity speakers, high fidelity amplifier, static-free FM sound. Maple or Mahogany. 36½" h, 27½" w, 18" d. RETAIL **$349.95.**



Zenith A-2253
"Ashley" Deluxe
21" Console Television

The revolutionary "Sunshine" picture tube for clarity and depth, superb horizontal chassis, target tuner, static-free FM sound, two quality speakers, top tuning with "pull-push" on-off switch. Mahogany. 34" h, 35½" w, 17¾" d. RETAIL **$349.94.** Blond Oak **$359.95.**

Zenith A-2246
"Rutledge" Deluxe
21" Console Television
"Sunshine" picture tube for depth and clarity, target tuner, two quality speakers, static-free FM sound, built-in console swivel base. Mahogany. 37¾" h, 25½" w, 17½" d. RETAIL **$329.95.** Blond Oak **$339.95.**
A-2252—"Bentley" less built-in swivel base. Mahogany. **$339.95.**

Zenith A-2245
"Kent" Deluxe
21" Console Television
"Sunshine" picture tube, target tuner, static-free FM sound, built-in antenna. Walnut. 36" h, 24½" w, 17½" d. RETAIL **$249.95.** Mahogany **$259.95.** Blond Oak **$269.95.**
A-2330—"Tudor" Deluxe Hi-Fi Table Model. Mahogany. 20½" h, 23½" w, 17½" d. **$249.94.** Blond **$259.95.**

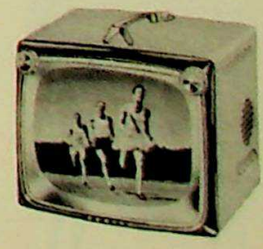
Zenith A-2329
"Hawthorne" Deluxe Hi-Fi
21" Table Television
New high fidelity horizontal chassis, "Sunshine" picture tube for breathtaking picture detail, "Bull's Eye" turret tuner, two quality speakers, static-free FM sound, high fidelity amplifier, top tuning. Topza Brown. 20½" h, 23½" w, 17½" d. RETAIL **$239.95.**

Zenith A-2223
"Fairfield"
21" Table Television

Handsome new slim line design, "Sunshine" picture tube for breathtaking picture detail. Mahogany. 20½" h, 23½" w, 17½" d. RETAIL **$219.95.** Ebony **$209.95.** Blond Oak **$229.95.**
A-2221—"Edinburgh". Ebony **$189.95,** Blond Oak **$199.95.**

Zenith A-1719
"Mardi Gras"
17" Portable Television
New lightweight aluminum cabinet, "sunshine" picture tube, built-in carry handle. Cream and Metallic Brown. 14½" h, 19¼" w, 12¾" d. RETAIL **$189.95.**
A-1718 "Rambler" Platinum and Smoked Pearl Gray. **$179.95.**
A-1716 "Stroller" French Beige **$169.95.**

Zenith A-1815
"Sierra"
17" Portable Television
Royal "A" chassis, target tuner. room-to-room portability, built-in carry handle, top tuning, static-free FM sound, Cinebeam picture tube with Cinelens face plate, quick—even warm-up, spotlite dial. Champagne Gold. 16" h, 19½" w, 14½" d. RETAIL **$169.95.**

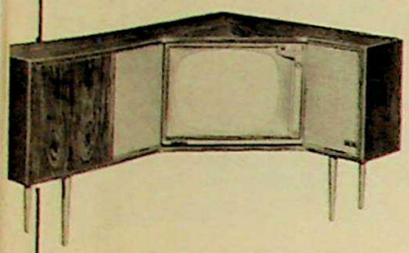


Zenith A-1412
"Patio Mate"
14" Portable Television
Custom horizontal chassis, supersensitive Cascode tuner, "Sunshine" picture tube, Dover and Persian Gray. 13" h, 15" w, 11½" d. RETAIL **$159.95.**
A-1411—"Tournament" in Champagne Gold and White **$149.95.** In Metallic Sandalwood **$139.95.**

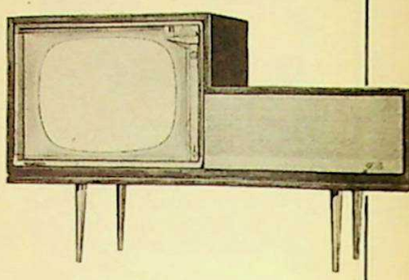
Motorola

Hating people is like burning down your own house to get rid of a rat.

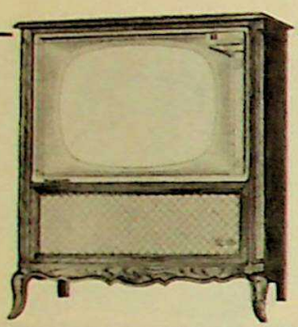
. . . Harry Emerson Fosdick



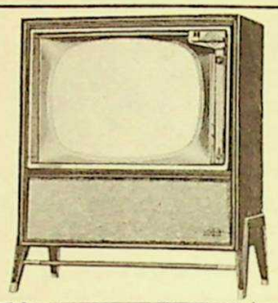
Motorola 21V1
"Golden Satellite" Series
21" Insta-Matic Corner TV
Ultimate in styling and performance . . ideal as room dividers. "Golden Satellite" tuning system, fingertip touch pushbutton on-off, Insta-Matic channel selection, twin Golden Voice speakers, new Thin Line styling. 61¼" and 43½" wide sides, 32½" h, 12" d. Walnut finish. RETAIL **$695.00.**



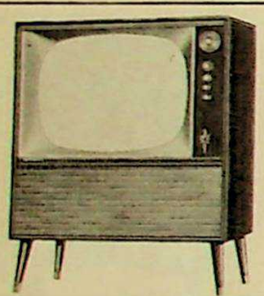
Motorola 21F8
"Golden Satellite" Series
21" TV and Hi-Fi Console Comb.
Thin Line custom styling. Superpowerful Insta-Matic TV with "Golden Satellite" tuning system. 4-speed automatic record changer with three speakers and Hi-Fi sound system. This Lo-Boy will enhance your living room. 53½" w, 31½" h, 19½" d. Walnut. RETAIL **$650.00.** Blond Oak. **$675.00**



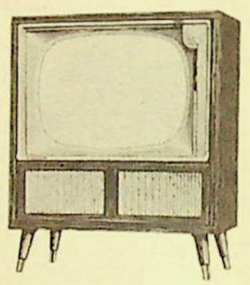
Motorola 21K80
"Golden Satellite" Series
21" Console Television
Thin Line Provincial cabinet with new power and dependability. Insta-Matic TV and Golden Satellite tuning system for fast, accurate tuning. New Golden M Chassis. Two Golden Voice speakers for increased enjoyment. 23¼" w. 36¾" h, 18" d. In Cherrywood finish. RETAIL **$479.95.**



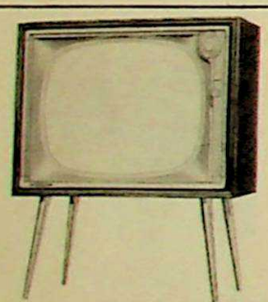
Motorola 21K83
"Golden Satellite" Series
21" Console Television
Thin Line styling in Danish Modern design. Insta-Matic TV with "Golden Satellite" tuning system which tunes the picture instantly and automatically. Shorter aluminized tube with picture pilot for more enjoyable viewing. 28" w, 30" h, 17¼" d. Walnut or Oak. RETAIL **$449.95.** Mahog. **$429.95.**



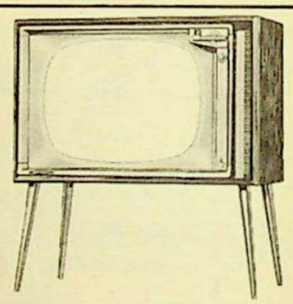
Motorola 21K82
"Golden Satellite" Series
21" Console Television
Contemporary Thin Line styling will compliment any room setting. New "Golden Satellite" Remote Control turns set on and off, changes channels automatically. Golden voice speaker, Signal Master tuner for greater enjoyment. 28" w, 28" h, 17" d. Mahogany. RETAIL **$329.95.** Blond. **$339.95.**



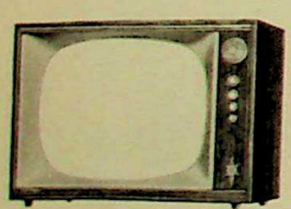
Motorola 24K18
"Giant Screen" Deluxe
24" Console Television
Outstanding performance and dependability in addition to Motorola's largest TV picture Right-up-front controls, pushbutton on-off, new controlled warm-up . . . the feature that doubles the life expectancy of your television. 30" w, 32" h, 18" d. Mahogany finish. RETAIL **$329.95.** Blond. **$349.95.**



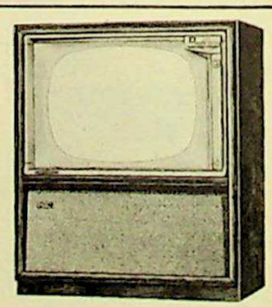
Motorola 24C1
"Deluxe" Big Screen
24" Consolette Television
Big performance features that mean more pleasure for you—new "Controlled Warm-Up" circuitry, Golden Voice speaker, pushbutton on-off, right-up-front controls plus gleaming tapered legs for added touch. 30" w, 37" h, 18" d. Mahogany finish. RETAIL **$299.95.** Blond finish. **$319.95.**



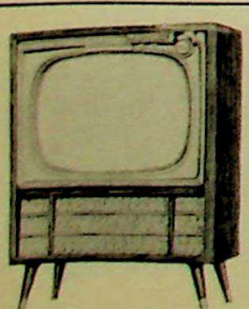
Motorola 21T46
Golden Satellite Series
21" Insta-Matic Table Television
Channels change instantly and automatically with Golden Satellite Tuning system New Power M Chassis delivers extra power needed for sharpest, clearest pictures. Pushbutton on-off. Thin Line styling. 28" w, 19" h, 17" d. Mahogany finish. RETAIL **$359.95.** Blond Oak. **$369.95.**



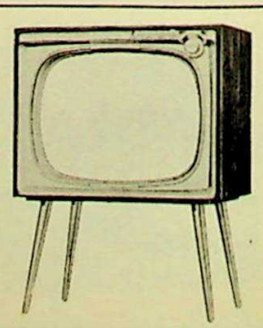
Motorola 21T45
"Golden Satellite" Series
21" Table Television
Just tap the button on the Golden Satellite and you turn TV on, off or change channels instantly and automatically from your easy chair! Insta-matic TV has new Thin Line stying accented with gold trim. 28" w, 18" h, 17" d. In beautiful Mahogany. RETAIL **$289.95.** Blond Oak. **$299.95.**



Motorola 21K81
Insta-Matic Tuning
21" Console Television
Combines "features of the future" with the contemporary design of today. 3 Golden Voice speakers and new Hi-Fi output transformer. Insta-Matic tuning, "hand-span" controls are right-up-front. 28½" w, 35½" h, 17¼" d. In beautiful Mahogany finish. RETAIL **$349.95.** Blond Oak. **$359.95**



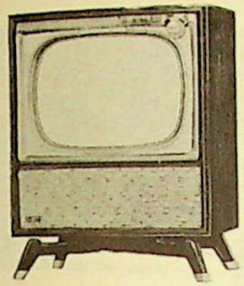
Motorola 21K76
Super Power Insta-Matic
21" Console Television
Tap the button—your TV changes channels. New full power transformer and color high-voltage tube for brighter, sharper pictures. 26¼" w, 30" h, 15½" d. Mahog. RETAIL **$299.95.** Cherry or Blond Oak. **$319.95.**
21K75—less Insta-Matic tuning. Mahogany. **$279.95.** Cherry or Blond. **$299.95.**



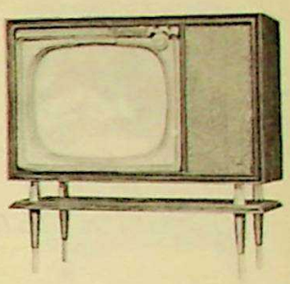
Motorola 21T43
Insta-Matic
21" Table Television
Exclusive Motorola features with Insta-Matic tuning. 25" w. 20" h, 16¾" d. Mahogany. RETAIL **$269.95.** Beautiful Blond Oak. **$279.95.**
21T40—without Insta-Matic tuning. Gr. Mahogany. RETAIL **$219.95.** Gr. Blond. **$229.95.**
21T39 — Charcoal Metal. **$199.95.** Blond Metal. **$209.95.**

A long life may not be good enough,
but a good life is long enough.
. . . Benjamin Franklin

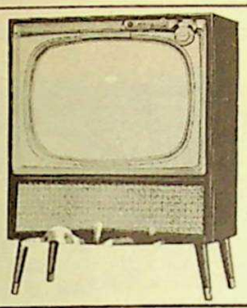
Motorola



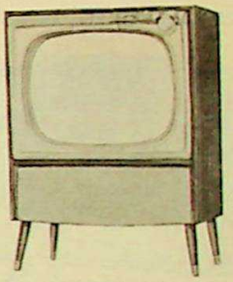
Motorola 21K74
Swivel Base
21" Console Television
This handsome console swivels left or right for extra convenience. Push-button on-off, 2 matched Golden Voice speakers, controlled warm-up circuitry, new power M Chassis, Thin Line styling. 26¼" w, 30¼" h, 15" d. In Mahogany finish. RETAIL **$329.95.** Blond Oak. **$339.95.**



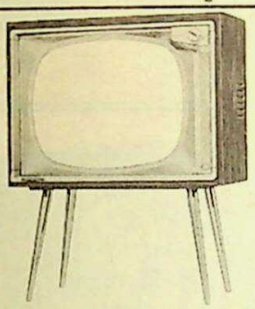
Motorola 21K79
Thin Line Horizontal Styling
21" Console Television
New power and dependability in a truly distinctive, contemporary cabinet Three big Golden Voice speakers for rich, full-sounding High-Fidelity tones. Pushbutton on-off, Power M Chassis. 26¼" w, 30¼" h, 15" d. California Mahogany. RETAIL **$299.95.** Blond Oak finish. **$319.95.**



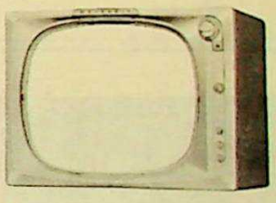
Motorola 21K73
Golden M Chassis
21" Console Television
Dynamic new Golden M Chassis gives brighter, sharper pictures. "Hand-span" controls are right-up-front. Golden Voice speaker for flawless hi-fi like tone. Performance at budget-conscious price. 25⅛" w, 28" h, 15½" d. Mahogany. RETAIL **$259.95.** Also in Blond Oak. **$269.95.**



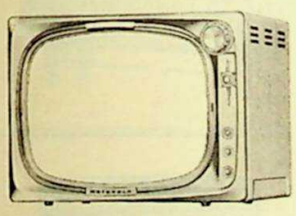
Motorola 21K72
Power M Chassis
21" Console Television
Thin Line styling, new picture power and new dependability. Power M Chassis, Golden Voice speaker, Magic margin frame, tinted eye-shade filter, pushbutton on-off, built-in antenna. 25⅛" w, 28¼" h, 15½" d. Mahogany. RETAIL **$239.95.** Also available in Blond Oak. **$249.95.**



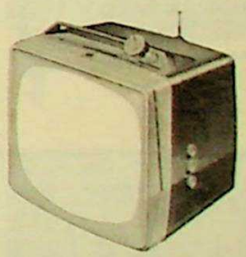
Motorola 21T42
Golden M Chassis
21" Table Television
New super-power, horizontal chassis. Color Hi-Voltage tube in black and white set assures more constant high voltage for sharper, brighter pictures. Twin Golden Voice speakers. New Thin Line styling. 27¼", w, 20" h, 16" d. Mahogany. RETAIL **$249.95.** Also available in Blond Oak. **$259.95.**



Motorola 21T47
Power M Chassis
21" Table Television
Outstanding performance and dependability with a low, low price tag. Budget-price table TV features controlled warm-up circuitry that doubles life of set. Gated automatic gain control and new shorter aluminized tube. 26" W, 18¾" h, 17" d. Mocha and Antique White Metal. RETAIL **$179.95**



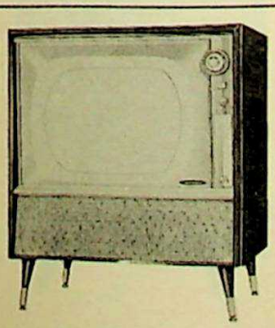
Motorola 17T31
Lifetime PLAcir Chassis
17" Table Television
New exciting table TV with exclusive PLAcir Chassis that can't burn out, short out or wear out — ever! Controlled warm-up circuitry protects set from blasts of harmful initial power. Gated automatic gain control. 19½" w, 14¼" h, 16½" d. Golden Parchment metal. RETAIL **$179.95.** Charcoal. **$169.95.**



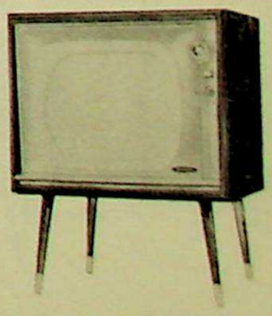
Motorola 17P3
"Super-Americana"
17" Portable Television
New super-power performance in high fashioned styling . . . priced to fit any budget. 4-wafer "zero-in" Cascode tuner for better reception. 16¾" w, 13½" h, 15½" d. Cerulean Blue. RETAIL **$169.95.** Mocha **$179.95.** White/Sand fabric **$199.95.** White/Mist Green or White/Cerulean Blue **$189.95.**

Motorola 14P11
"Americana"
14" Portable Television
Powerful, pushbutton portable with new super-power chassis. Earphone jack. Alnico 5 speaker. Weighs 26 lbs. 14" w, 12½" h, 14" d. White/Gold or White/Blue fabric. RETAIL **$159.95.**
(14P10) Weighs 31 Lbs. White/Carnation or White/Citron. **$149.95.** Magic Mast antenna is optional

Motorola 14P8
Economical Second Set
14" Portable Television
Big new value TV with features usually found only in more expensive portables. 13¾" w, 11½" h, 16¼" d. 26 lbs. White/Saffron or White/Blue. RETAIL **$139.95. (14P7)** Antique White or White/Flame. **$139.95. (14P6)** Antique White/Mocha. **$129.95.** Magic Mast antenna is optional.



Motorola 21CK3
Brilliant "2-in-1"
21" Color Television Console
Motorola's new exciting color TV console plus outstanding crisp, clear black and white TV. Advance power color chassis. Exclusive Colorola Tuner. Pushbutton on-off and right-up-front controls. 31" w, 37¾" h, 23½" d. Beautiful Mahogany. RETAIL **$750.00.** Also in Blond Oak. **$775.00.**



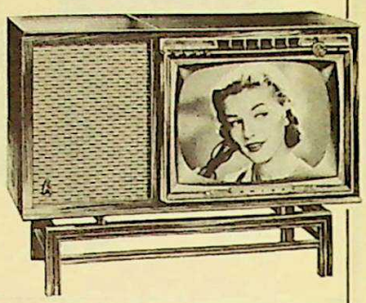
Motorola 21CT2
Brilliant "2-in-1"
21" Color Television Consolette
Unsurpassable color TV value with super 5-star power chassis. Exclusive "zero-in" Colorola tuner. Finest color pictures plus brilliant Black and White. On-off pushbutton and Alnico 5-speaker. 31" w, 38" h, 23¼" d. Distinctive design in Dawn Mahogany. RETAIL **$650.00.** Swedish Oak. **$675.00.**

Admiral

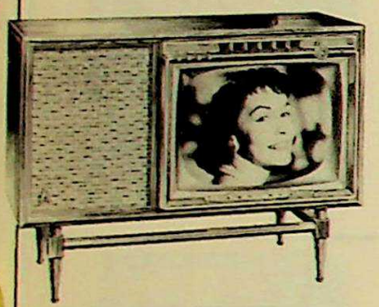
For he that lives more lives than one
More deaths than one must die.
. . . Oscar Wilde

Slimline TV

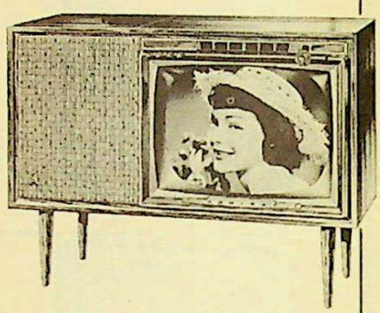
. . . Performance Through Power



Admiral HFR21F42
"Canterbury" High Fidelity
21" TV-Radio-Phono-Combination
Low-boy styling with all-top-front tuning. Imperial "440" chassis, high fidelity 4-speaker system, "hi-gain" cascode tuner. 4-speed record changer, mahogany. 8 tube FM-AM tuner. 33½" h, 42¼" w, 20¾" d. RETAIL **$795.00.** Blond wood **$805.00.** Sierra Veneer **$815.00.**



Admiral HF21F32
"Pinehurst" High Fidelity
21" TV-Radio-Phono-Combination
New all-top-front tuning, push-button on-off, removable picture window. Imperial "440" chassis, high fidelity 4-speaker system, 4-speed record changer, "hi-gain" cascode tuner. 33½" h. 42¼" w, 20¼" d. Mahogany. RETAIL **$599.95.** Blond wood **$609.95.** Sierra veneer **$619.95.**



Admiral HF21F22
"Berkshire" High Fidelity
21" TV-Radio-Phono-Combination

All-top-front tuning, Imperial "440" chassis, new 110° black-beam picture tube, high fidelity 3-speaker system, 4-speed record changer, 8 watt high-fidelity amplifier, super range finder control. 33" h, 40½" w, 16¾" d. Mahogany. RETAIL **$499.95.** Blond wood **$509.95.**

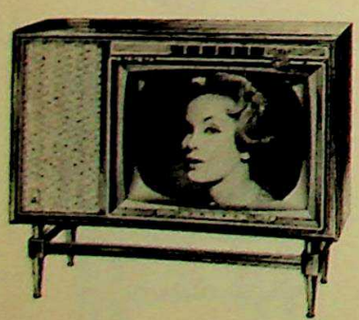
Admiral LH21F32
"Exeter" High Fidelity
21" Automatic Television

New all-top-front tuning, high fidelity 4 speaker system. 33½" h, 42" w, 16¾" d. RETAIL **$369.95.** Blond wood **$379.95.** Sierra veneer **$389.95.** With super powered "440" chassis and hi-fidelity plus Con-R-Remote, **$100.00** additional.

Admiral C21E12
"Seton" High Fidelity
21" Automatic Television
All-top-front tuning, push-button on-off, removable picture window, high fidelity "440" chassis, "hi-gain" cascode tuner, high fidelity 4-speaker system, 110° "black-beam" picture tube. 37¾" h, 32½" w, 16¾" d. Mahogany. RETAIL **$369.95.** Blond wood **$379.95.** Sierra veneer **$389.95.**

Admiral C21E6
"Creighton"
21" Automatic Television
New 110° "black-beam" picture tube, "440" chassis, all-top-front tuning, dual 8" heavy-duty PM speaker, full range FM sound system, 3 position focus voltage selection, new audio system. 37¾" h. 29" w, 16½" d. Mahogany. RETAIL **$339.95.** Blond wood **$349.95.**

Admiral C21F46
"Jefferson"
21" Television
Traditional provincial styling, Imperial "440" chassis, 110° picture tube, greater audio output. Front mounted dual 8" speakers. Top-front tuning, infinitely variable tone control. 37¾" h, 28½" w, 16¾" d. Mahogany. RETAIL **$349.95.** Maple veneer **$359.95.**



Admiral L21F32
"Princeton"
21" Television
All-top-front tuning, Deluxe "330" chassis, "hi-gain" cascode tuner, 110° "black-beam" picture tube, dual heavy-duty PM speaker, full range FM sound system, built-in "omni-scope" antenna. 33" h, 37¼" w, 16¾" d½ Mahogany. RETAIL **$319.95.** Blond wood **$329.95.**

Admiral CH21F52

"Vanderbilt"
21" Television
Deluxe "330" chassis, super range finder control, 110° "black-beam" picture tube. all-top-front tuning, dual 8" heavy duty PM speaker. Full range FM sound system. Mahogany. 37" h, 27" w, 16¾" d. RETAIL **$319.95.** Blond wood **$329.95.** Sierra veneer **$339.95.**

**Equipped with Son-R Remote control.*

I wept when I was born
and every day explains why.
. . . Spanish Proverb

Admiral

Admiral C21F42
"Windsor"
21" Television
New 110° "black-beam" picture tube, full heavy-duty PM speaker, all-top-front tuning, "hi-gain" cascode tuner. 34¼" h, 25" w, 16¾" d. Mahogany. RETAIL **$269.95.** Blond wood **$279.95.** Sierra veneer **$289.95.** With Imperial "330" chassis plus Son-R remote control, **$100.00** additional.

Admiral C21E6
"Cornell"
21" Television

New 110° "black-beam" picture tube, deluxe chassis, "hi-gain" cascode tuner, roller bearing "lazy susan" swivel base, full range sound system, high fidelity 4-speaker system. 33" h, 26¼" w, 16¾" d. Mahogany. RETAIL **$269.95.** Blond wood **$279.95.**

Admiral C21E22
"Stanford"
21" Television
All-top-front tuning, Deluxe "330" chassis, "hi-gain" cascode tuner, 3 position focus voltage selection, 110° "black-beam" picture tube, full heavy-duty PM speaker, built-in "omni-scope" antenna. 34¼" h, 25" w, 16¾" d. Mahogany. RETAIL **$239.95.** Blond wood **$249.95.**

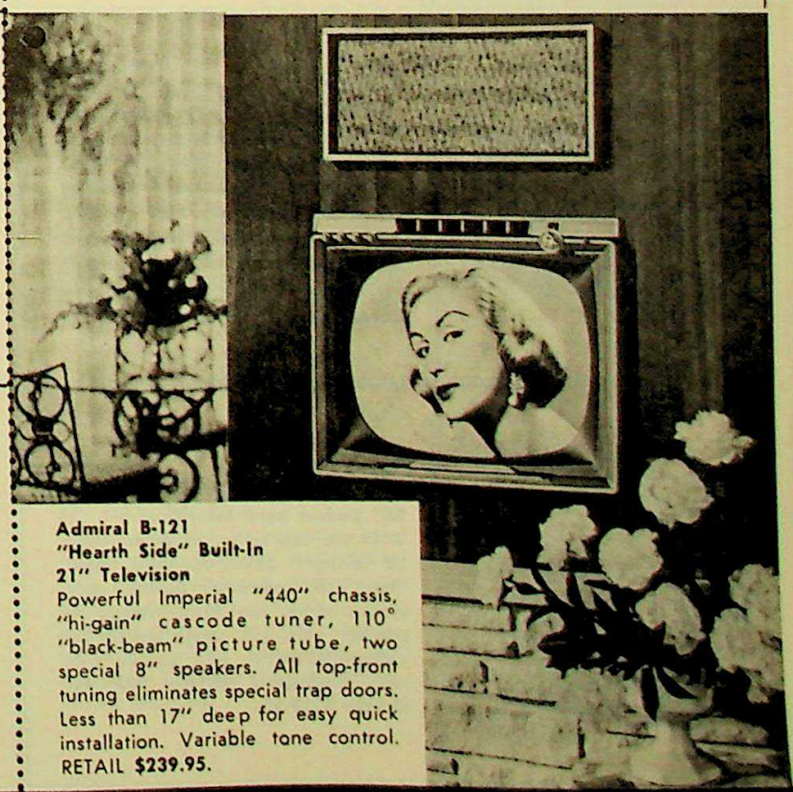
Admiral T21
"Aspen"
21" Television
All-top-front tuning, push-button on-off, "440" chassis. "hi-gain" cascode tuner, 110° "black-beam" picture tube, dual 6" and 4" heavy-duty PM speakers, built-in "omni-scope" antenna. 19¾" h, 24" w. 16¾" d. Mahogany metal. RETAIL **$239.95.** Blond metal **$249.95.**

Admiral T21E21
"Asbury"
21" Automatic Television
New 110° "black-beam" picture tube, all-top-front tuning, push-button on-off switch. 19¾" h, 24¼" w, 16¾" d. Charcoal metal. RETAIL **$209.95.** Mahogany metal **$219.95.** Blond metal **$229.95.** With Imperial "330" chassis plus Son-R remote control. **$100.00** additional.

Admiral T21E1
"Meredith"
21" Television
Hideaway top controls, deluxe chassis with "hi-gain" cascode tuner, for clear reception without "snow" or flutter, 110° picture tube allows thin-as-a-dime styling. 18" w, 24" w, 16¾" d. Charcoal metal. RETAIL **$189.95.** Bronze or Beige metal **$199.95.**

Admiral P17D24
17" Portable Television
110° picture tube makes "bookshelf thin" design possible. Hideaway "Power tower" antenna, "contour grip" handle. 13¾" h, 16½" w, 14" d. White Morocco Vinyl. RETAIL **$189.95.** Pigskin Vinyl & Gold Steel or Black Morocco & Gold Steel **$179.95.**
P17D21 less antenna **$169.95.**

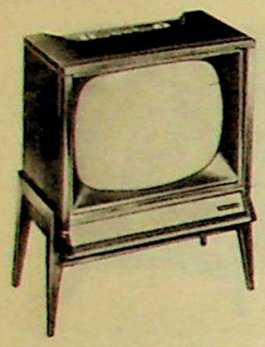
Admiral P14D14
14" Portable Television
110° picture ture for sharpest picture possible, hideaway "power tower" antenna for distant reception. Contour grip handle, Alnico 5 PM speaker. 12" h, 14½" w. 12¾" d. Tan Morocco Vinyl. RETAIL **159.95.** Sapphire White & Gold or Sapphire White & Red **$149.95.**
P14D11 less antenna **$139.95.**



Admiral B-121
"Hearth Side" Built-In
21" Television
Powerful Imperial "440" chassis, "hi-gain" cascode tuner, 110° "black-beam" picture tube, two special 8" speakers. All top-front tuning eliminates special trap doors. Less than 17" deep for easy quick installation. Variable tone control. RETAIL **$239.95.**

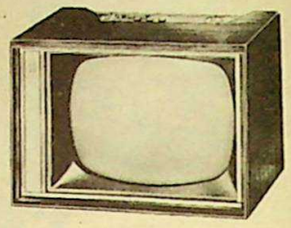
PHILCO

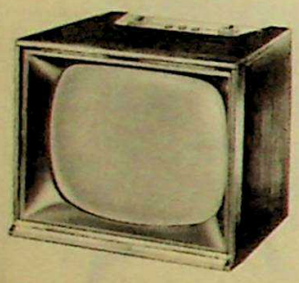
Instruction ends in the schoolroom,
but education ends only with life.
. . . F. W. Robertson



Philco 4629
"Slim Line"
21" Console Television
A new concept in console design. Compact chassis, ear level sound-out-front projects sound directly toward you, top level tuning, edge lighted dial panel for ease or tuning, long 10" speaker, 3 position range switch. Mahog. RETAIL **$259.95.** Blond or walnut **$269.95.**

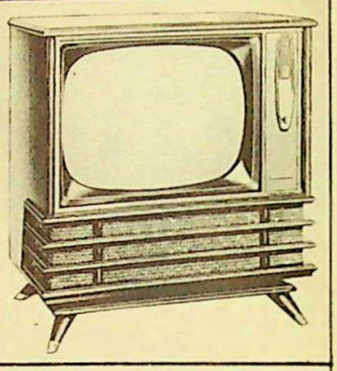
Philco 4222
"Slim Line"
21" Table Television
America's most beautiful table model. Ear level sound-out-front, top level tuning located right at hand level at front of set, edge lighted dial panel. New 110° picture tube, long 10" speaker, 3 position range switch. Mahogany. RETAIL **$249.95.** Blond **$259.95.**

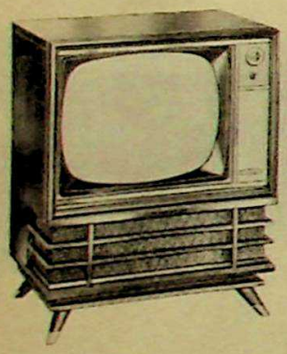




Philco 4221
"Slim Line"
21" Table Television
Value sensation of the year! Soft, silver-colored picture mask, ear level sound-out-front, top level tuning, edge lighted dial panel, deluxe spur switch tuner. New compact chassis, hyper-power 3 speaker. Grained stripe. Mahogany. RETAIL **$229.95.** Blonde **$239.95.**

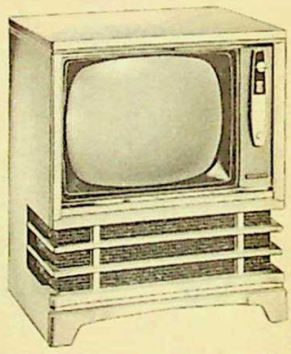
Philco 6624
"Miss America"
24" Console Television
Fabulous furniture styling. Exclusive wrap-around 3-speaker sound system, touch 'n tune automatic tuning, 3-position range switch. New 110° picture tube, new super sensing tuner, picture boost amplifier. Mahogany. RETAIL **$450.00.** Blonde or walnut **$475.00.**

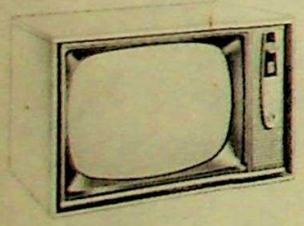




Philco 4625-S
"Miss America"
21" Swivel Console T.V.
Another great TV with superb performance. Wrap-around 3-speaker sound system, ear level sound-out-front. New 110° picture tube, delux spur switch tuner for more accurate pin point tuning. Hi-voltage circuitry. Mahogany. RETAIL **$379.95.** Blonde **$389.95.**

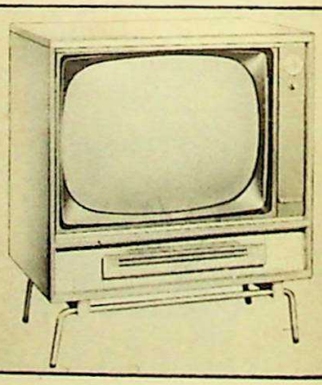
Philco 4627
"Long Distance"
21" Console Television
Custom deluxe chassis with exclusive 3-speaker wrap-around sound system. Hi-voltage circuitry, new super sensing tuner, phono-jack built-in. Swivel casters, 3 position range switch, aluminized picture tube. Blonde RETAIL **$369.95.** Mahogany **$359.95.**

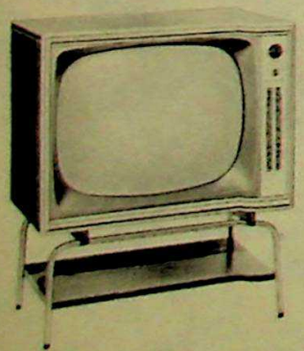




Philco 4216
"Long Distance"
21" Table Television
Finest performing table TV available. Long 10" speaker, 3 position range switch, new 110° picture tube. Deluxe spur switch tuner, sound-out-front, hi-voltage circuitry for sharper, clearer picture. Blonde RETAIL **$249.95.** Mahogany **$239.95.**

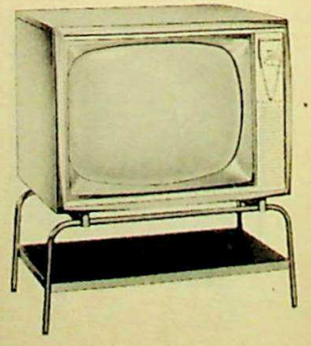
Philco 6620-S
"Large Screen"
24" Swivel Base Television
Distinctive new cabinet design with swivel base on brass tipped wood legs. Exclusive acoustic lens sound system, top front tuning, deluxe HTV chassis, deluxe spur switch tuning, starbright aluminized picture tube. Blonde RETAIL **$379.95.** Mahogany **$369.96.**





Philco 6206-S
"Carousel Ensemble"
24" Swivel Base Television
With the new patented swivel base TV design. Sound-out-front, new "long 10" speaker, deluxe spur switch tuner, top front tuning, 2-position electronic range switch, hi-voltage circuitry. 332 sq. in. picture. Mahogany RETAIL **$279.95.** Blonde **$289.95.**

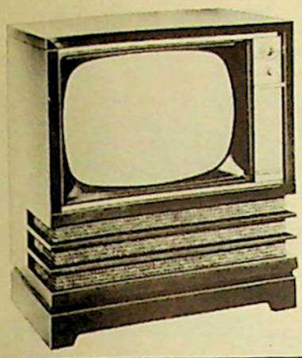
Philco 4214-S
"Carousel Ensemble"
21" Swivel Base Television
Automatic top front tuning, swivel base with shelf, uni-dial all-in-one control center. Sound-out-front with "long 10" speaker, dyna-glow illuminated channel markers. Hi-voltage circuitry. Honey-toned fruitwood cabinet. RETAIL **$259.95.** Mahogany. **$249.95.**



If you want to make an easy job seem hard, just keep putting off doing it.

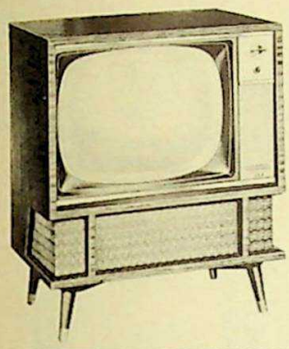
. . . Olin Miller

PHILCO



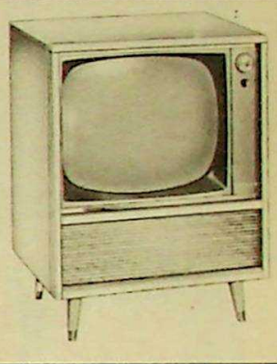
Philco 4622
"Basic Five"
21" Console Television
Matchless TV value. Exclusive wrap-around sound system. Deluxe HTV chassis, range switch, phono-jack, picture boost amplifier. Noise inverter filters out disturbing noise, antenna tuner eliminates ghosts. Mahogany. RETAIL **$299.95.** Blonde or cherry **$309.95.**

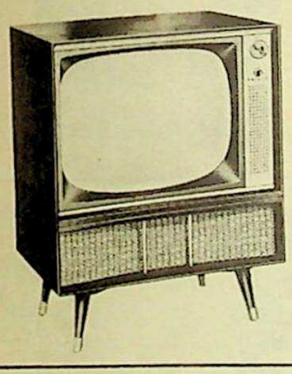
Philco 4632
"Basic Five"
21" Console Television
A new concept in fine TV furniture. Hyper-power 3-speaker wrap-around sound, HTV chassis, range switch, phono-jack, swivel casters, top front tuning. Starbright 20/20 aluminized picture tube, built-in antenna, hi-voltage circuitry. Maple RETAIL **$379.95.**



Philco 4621-S
"Basic Five"
21" Swivel Base Television
Exclusive 3-speaker wrap-around sound system, swivel base cabinet, hi-voltage circuitry for sharper, clearer picture, sound out front with new "long 10" speaker, deluxe spur switch tuner. Mahogany. RETAIL **$279.95.** Blonde **$289.95.**

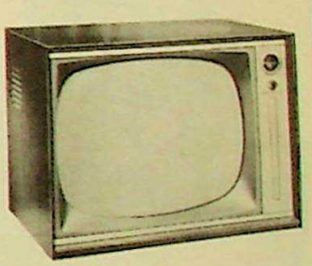
Philco 4618
"Basic Five"
21" Console Television
Highly styled console. New deluxe spur switch tuning and hi-voltage circuitry. Removable filter glass, top front tuning. 2-position range switch, sound-out-front with new "long 10" speaker. Blonde. RETAIL **$279.95.** Mahogany **$219.95.**
AT-200 Appliance timer. **$50.00.**

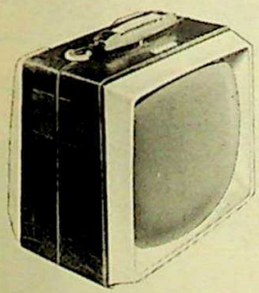




Philco 4310
"Basic Five"
21" Swivel Consolette T.V.
Sound-out-front with new "long 10" speaker. Hi-voltage circuitry, deluxe spur switch tuner, top front tuning, 2-position electronic range switch. Starbright 20/20 aluminized picture tube, built-in antenna. Mahogany or blonde. RETAIL **$249.94.** Without swivel **$199.95.**

Philco 4210
"Basic Five"
21" Table Television
Value packed table model. Hi-voltage circuitry, top front tuning. Starbright 20/20 aluminized picture tube, range switch HTV chassis for super bright pictures and clear, static-free sound, built-in antenna. Ebony metal. RETAIL **$179.95.**

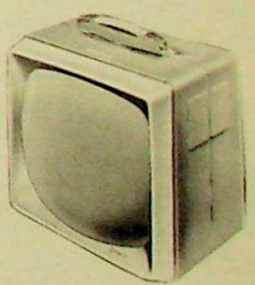


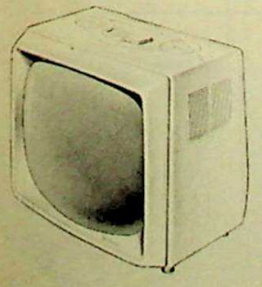


Philco 3044
"Slender Seventeener"
17" Portable Television

Styled to look stunning from any angle. Can be carried from room to room. "Scan-tenna" is the exclusive super sensitive antenna and handle combined, handy control center on top. Alligator or Italian leather. RETAIL **$179.95.** White alligator **$189.95.**

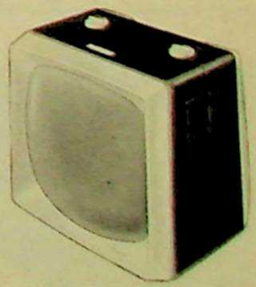
Philco 3042
"Slender Seventeener"
17" Portable Television
The perfect portable TV. Truly lightweight with aluminum cabinet. "Scan-tenna" can be used as a handle, super sensitive antenna. handy control center on top. Finished back, enclosed all around. Cord winds around reel-shaped feet. Flame/Ivory, Gold/Ivory. RETAIL **$179.95.**





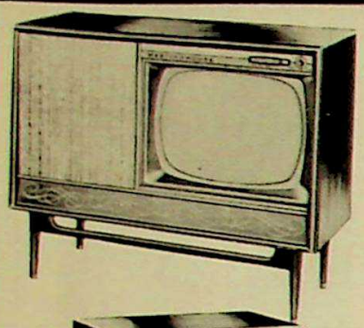
Philco 3204
"Slender Seventeener"
17" Table Television
Traditional yet distinctive. Easy to carry and needs little space, handy top controls, advanced spur switch tuner, built-in electronically matched VHF-UHF antenna, gold carrying handle. Mahogany or Turquoise and Ivory. RETAIL **$169.96.** Blonde Oak **$174.95.**

Philco 3202
"Slender Seventeener"
17" Table Television
Smart, modish, appropriate anywhere. Easy to carry and needs little space. Advanced spur switch tuner, handy top controls, extra powerful chassis, built-in antenna, star-bright 20/20 aluminized pic-tube tube. Charcoal Grey and Ivory. RETAIL **$159.95.**

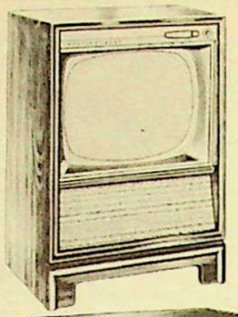


Westinghouse

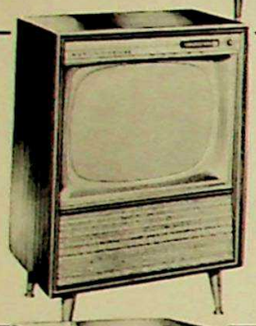
There is no future in any job.
The future lies in the man who holds the job.
. . . Dr. George Crane



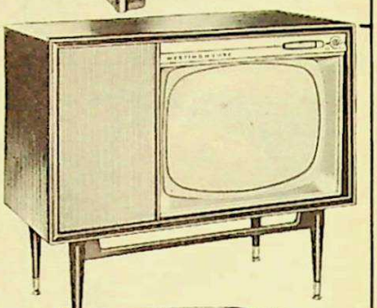
Westinghouse 21K228
"Athens" Custom Model
21" Console Television
Exquisitely fashioned furniture, designed for today's most admired interiors. Superb performance. Automatic tuning, 3 Magna Power speakers, masonite finish. 36¼" h, 42" w, 16½" d. Available in Mahogany, Limed Oak or Walnut. RETAIL **$429.95.**



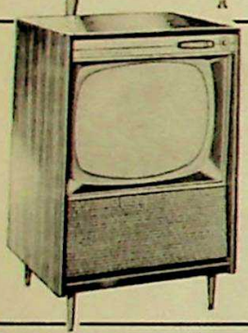
Westinghouse 21K226
"Regency" Custom Model
21" Console Television
True traditional styling. Exclusive automatic tuning, dual speaker FM sound system. 110° aluminized picture tube. 37¾" h, 25¾" w, 16½" d. Mahogany. RETAIL **$349.95.**
21K227 — Swivel base in Limed Oak or Walnut. **$359.95.**



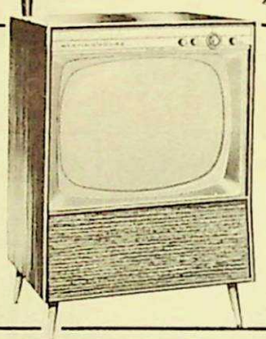
Westinghouse 21K224
"Lennox" Custom Model
21" Console Television
Distinctive contemporary console. Latest electronic advances with exclusive automatic tuning, "bass-to-treble" tone control, 8" Magna Power speaker. Masonite finish. 37¼" h, 24¾" w, 16¾" d. Mahogany. RETAIL **$319.95.** Limed Oak, Walnut. **$329.95.**



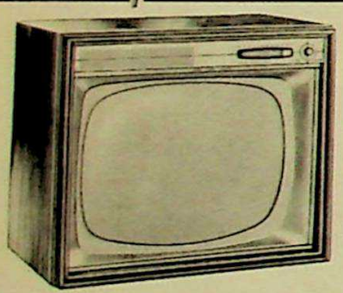
Westinghouse 21K214
"Scandia" Deluxe Model
21" Console Television
Beautiful horizontal styling with smart "railbase" design. "Push-Bar" power tuning, 90° aluminized picture tube, illuminated channel selector. Masonite finish. 33" h, 36" w, 19" d. Mahogany. RETAIL **$349.95.** Limed Oak or Walnut **$359.95.**



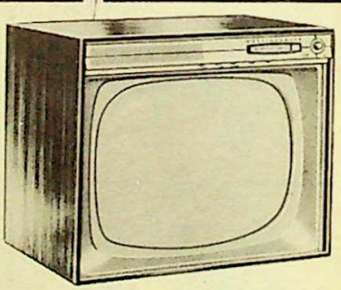
Westinghouse 21K212
"Venetian" Deluxe Model
21" Console Television
Rich, artistically created console. Clean, uncluttered lines. Featuring the ease and accuracy of "Push-Bar" tuning, push-button "On-Off" control, Magna Power speaker. 37" h, 24½" w, 19" d. Mahogany, RETAIL **$279.95.** Limed Oak **$289.95.**



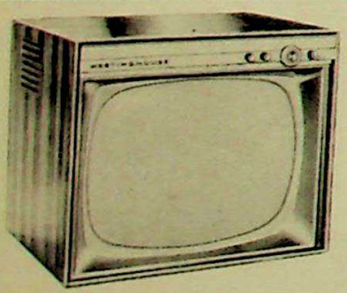
Westinghouse 21K204
"Sheffield" Deluxe Model
21" Console Television
Gracefully designed contemporary styling. Finger-tip tuning, acoustical tone chamber, push button "On-Off" control. "Eye-comfort" filter glass. Metal cabinet. 35" h, 23½" w, 18½" d. Mahogany, RETAIL **$249.95.** Limed Oak **$259.95.**



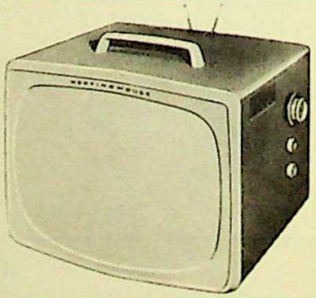
Westinghouse 21T202
"Nordic" Custom Model
21" Table Television
Authentic period styling. New inside and out—Automatic tuning, Silhouette cabinet, Masonite finish. 21¾" h, 25" w, 16¾" d. Mahogany. RETAIL **$269.95.** Limed Oak **$279.95.** Walnut **$289.95.**



Westinghouse 21T218
"Windsor" Custom Model
21" Table Television
Smart simplicity in contemporary styling. Exclusive automatic tuning. 110° space saving aluminized picture tube. New push button "On-Off" control. Metal cabinet. 20½" h, 23½" w, 16¼" d. Mahogany. RETAIL **$249.95.** Limed Oak **$259.95.**



Westinghouse 21T201
"Tudor" Deluxe Model
21" Table Television
Trim, handsome, contemporary styling. Featuring push button "On-Off" control, finger-tip tuning, Eye-Ease filter glass, 90° aluminized picture tube. Metal cabinet. 20½" h, 23½" w, 18¾" d. Mahogany. RETAIL **$199.95.** Limed Oak **$209.95.**



Westinghouse 17T242
17" Portable Television
Attractive cabinet in the new Silhouette styling. Large, clear picture. New silicon rectifier. Eye-comfort safety shield. Built-in twin-telescoping antenna. 110° space-saving aluminized picture tube. 14" h, 16½" w, 14" d. Sand, Turquoise, Charcoal, Vermillion. **RETAIL $179.95.**

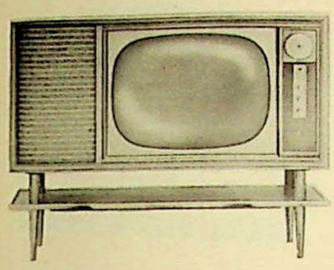
Westinghouse 17T238
17" Portable Television
New "Taper-Trim" styling to complement any room in your home. Enjoy "big set" power in this gay, colorful, vinyl finished cabinet. 90° "Best-by-Eye" aluminized picture tube. 14¼" h, 16¼" w, 16½" d. Available in attractive colors of Slate, Saddle or Flame. RETAIL **$169.95.**

Westinghouse 17T175
17" Portable Television
Fresh "Taper-Trim" styling, a totally new concept in beauty. 90° "Best-by-Eye" aluminized picture tube. Eye-comfort filter shield, telescoping antenna, sturdy aluminum cabinet, simplified tuning controls. 14¼" h, 16¼" w, 16½" d. Gray, Turquoise/Sand, Terra Cotta. RETAIL **$159.95.**

To be able to ask a question clearly is two-thirds of the way to getting it answered.

. . . John Ruskin

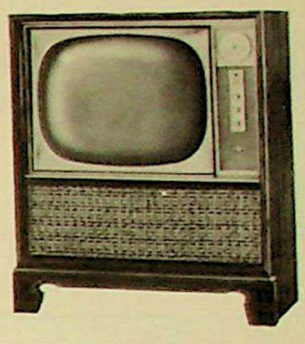
Hotpoint

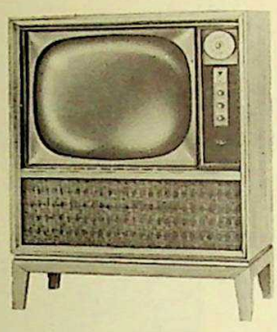


Hotpoint 21S606
"Lowboy" Power Tuning
21" Television
New slender profile with new 110° "mirrorbeam" picture, miracle memory fine tuning, three-speaker hi-vi sound, super-sensitive powertronic chassis, remote control, walnut or light oak. RETAIL **$469.95.**
21S607 with masonite cabinet in mahogany **$319.95.** Light oak **$329.95.**

Hotpoint 24S805
Power Tuning
24" Television Console

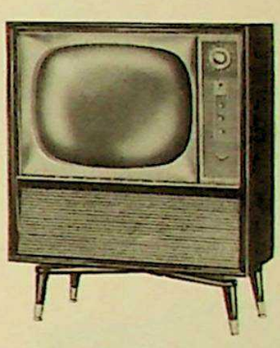
With new 110° "mirrorbeam" picture tube, miracle memory fine tuning, three speaker hi-vi sound, super-sensitive powertronic chassis, remote control, mahogany wood. RETAIL **$389.95.** Light oak **$399.95.**
24S807 less power tuning, mahogany **$349.95.**

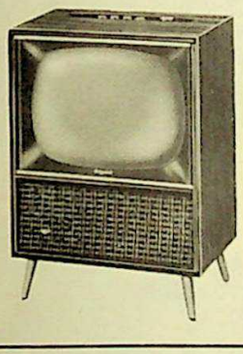




Hotpoint 21S556
Power Tuning
21" Television Console
With new 110° "mirrorbeam" picture tube, super-sensitive powertronic chassis, three-speaker hi-vi sound, miracle memory fine tuning, stay-set volume control, automatic focus, remote control. Light oak wood. RETAIL **$359.95.** Mahogany **$349.95.**

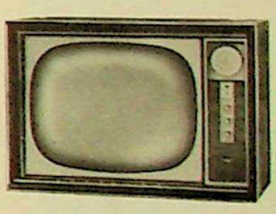
Hotpoint 21S507
"Slender Profile"
21" Television Console
New 110° "mirrorbeam" picture tube, new slimmer, furniture-depth cabinet, super-sensitive powertronic chassis, three-speaker hi-vi sound new swivel base, automatic focus, stay-set volume control. Masonite mahogany. RETAIL **$319.95.** Light oak **$329.95.**

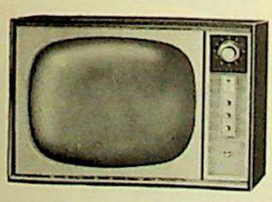




Hotpoint 21S505
"Slender Profile"
21" Television Console
New 110° "mirrorbeam" picture tube, easy reach top tuning, bigger picture, giant 8" hi-vi front speaker, new improved tuner, automatic focus, automatic matched sight 'n sound tuning, retrace line suppressor. Masonite mahogany. RETAIL **$249.95.** Light oak finish **$259.95.**

Hotpoint 21S455
Power Tuning
21" Table Television
Super-sensitive powertronic chassis, miracle memory fine tuning, new 110° mirrorbeam picture tube, hi-vi front speaker, new improved tuner, stay-set volume control, automatic matched sight 'n sound tuning. Masonite mahogany. RETAIL **$259.95.** Light Oak **$269.95.**

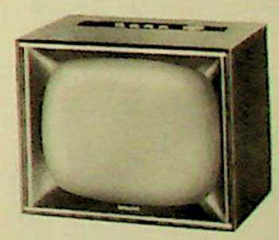


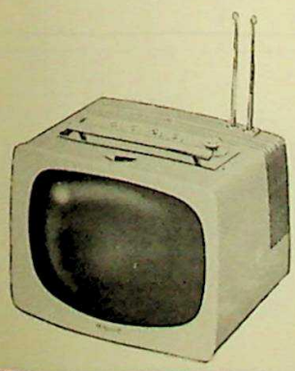


Hotpoint 21S406
"Slender Profile"
21" Table Television
New 110° mirrorbeam aluminized picture tube, improved tuner, synapower speakers for clear and sparkling sound, stay-set volume control, powertronic chassis, automatic focus. Ebony metal finish. RETAIL **$229.95.** Brown metal finish **$239.95.** Light Oak metal finish **$249.95.**

Hotpoint 21S405
"Slender Profile"
21" Table Television

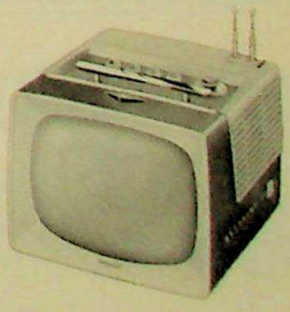
New 110° mirrorbeam picture tube, easy reach top tuning, bigger picture, improved hi-vi picture and sound, dynapower speaker with aluminum voice coil, new super chassis, automatic focus, brown metal. RETAIL **$189.95.**
21S400 Silver beige **$189.85.**





Hotpoint 17S306
Portable 17" Television
New 110° picture tube, new shelf-size cabinet, bigger picture, lighter weight, powerful performance, built-in antenna, extra-sensitive tuner, dynapower speaker with aluminum voice coil, automatic focus, greater horizontal stability. Tawny beige or silver beige. RETAIL **$189.95.**

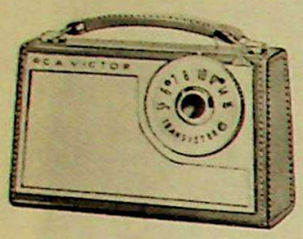
Hotpoint 14S206
Portable 14" Television
New 110° picture tube, new, shelf size cabinet, bigger picture, lighter weight, powerful performance, built-in antenna, extra sensitive tuner, dynapower speaker with aluminum voice coil, automatic focus and gain control, matched sight 'n sound tuning. Autumn red or desert sand. RETAIL **$149.95.**



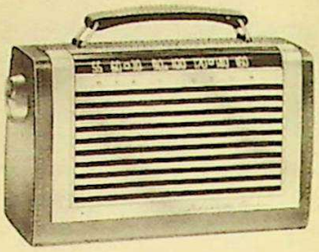
RCA VICTOR

Troubles are often the tools by which God fashions us for better things.

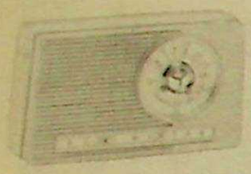
. . . Henry Ward Beecher



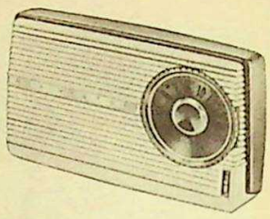
RCA Victor 1BT4*
"Jetstream"
All-Transistorized Radio
New all-transistor printed circuit chassis delivers powerful, dependable performance at a low cost. Exclusive "Golden Throat" tone system. Push-pull audio output stage. Instant operation. 5¼" h, 8" w, 2½" d. White, Charcoal or Russet Leather. RETAIL **$59.95.**



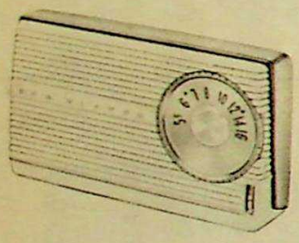
RCA Victor 8BT10*
"Transistor 7"
Transistor Portable Radio
Handy size and pure "Golden Throat" tone a welcome companion anywhere. Plays over 500 hrs. on one battery. Automatic gain control. Vernier tuning control. High-gain ferrite rod antenna. 10½" w, 3½" d, 6¾" h. Russet or White leather case. RETAIL **$75.00.**



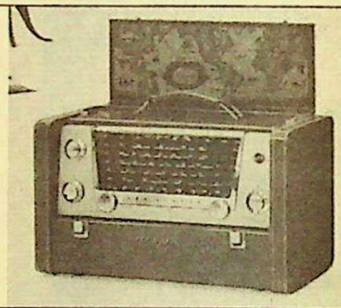
RCA Victor 9BT9*
"Transistor 6"
Transistor Pocket Radio
Smart, modern-touch styling in a non-breakable "Impac" case. Performance and power at a startling low price. Direct-drive tuning control. Special jack for earphone. 3½" h, 5¾" w, 1½" d. Antique White, Gray and Spruce Green. RETAIL **$49.95.**



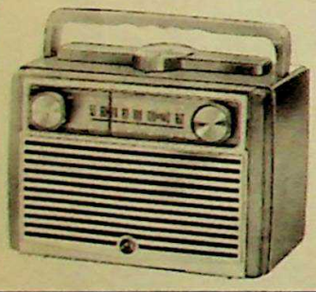
RCA Victor 8BT8*
"Stetson"
Transistor Pocket Radio
Handy, handsome all-transistor radio that pops into your purse or pocket. "Golden Throat" tone. Provision for an earphone. Non-breakable "Impac" case. 3¼" h, 5½" w, 1½" d. Charcoal and Antique White, Pink and Antique White. RETAIL **$44.95.**



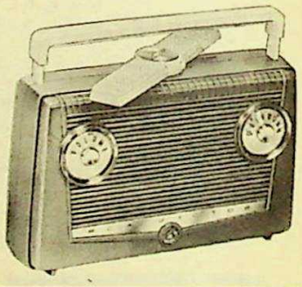
RCA Victor 8BT7*
"Winsome"
Transistor Pocket Radio
So small it fits into a purse, pocket or under pillow, yet big enough to command attention in a good-sized room. RCA Victor's lowest-priced all-transistor radio. Features non-breakable "Impac" case. 3¼" h, 5½" w, 1½" d. Gray, Turquoise and White. RETAIL **$39.95.**



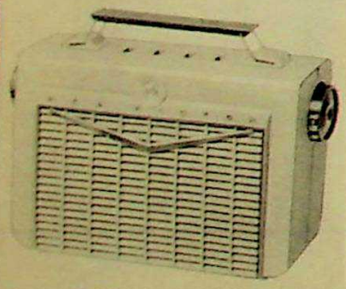
RCA Victor 8BX10*
"Strato-World II"
Portable Radio
Wing 'round the globe in seconds. Operates equally well on batteries, AC or DC. There's hardly a spot on earth where you can't play it. "Golden Throat" tone. Fit for a millionaire, priced for everyone. Smart, durable Luggage Tan case. RETAIL **$139.95.**



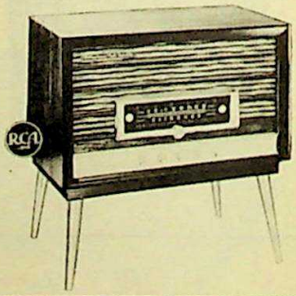
RCA Victor 7BX8*
"Globe Trotter"
Portable Radio
Carry this portable with pride and pleasure. "Wavefinder" antenna. "Golden Throat" sound. Superbly styled "Impac" case in Gray or Aqua. RETAIL **$49.95.**
7BX9* —"Yachtsman"—With Marine Band brings you any nautical broadcast. Green. **$69.95.**



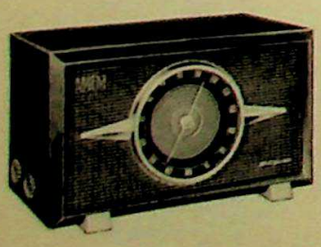
RCA Victor 8BX6*
"Midshipman"
Portable Radio
Lowest-priced portable with the new "Wavefinder" antenna. Just nudge the "Wavefinder" and stations come in strong and clear. 3-Way operation. Gray, White or Aqua. RETAIL **$34.95.**
8BX7*—"Gentry"—In Aqua, Pink or Gray. **$39.95.**



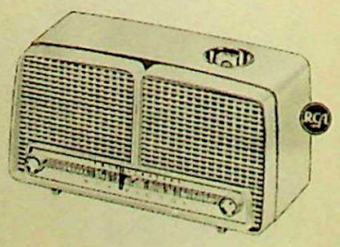
RCA Victor 8BX5*
"Hardy"
Portable Radio
Versatile 3-way operation makes it a perfect companion anywhere. Rich listening pleasure with its velvety "Golden Throat" tone. Smart latticed grille. "Impac" case won't chip, crack or break. Pink, Sandalwood or Spruce Green. RETAIL **$29.95.**



RCA Victor 8RF13
"Cordon Bleu"
Orthophonic Hi-Fi AM-FM Radio
Distortion-free Tone for superb listening. Panoramic speaker system. "Magic Eye" tuning dial. You'll be proud of its attractive styling. Packaged with four sturdy brass legs. 18½" h, 28½" w, 12½" d. Mahogany. RETAIL **$199.95.** Maple or Oak. **$209.95.**



RCA Victor 6RF9
"Livingston"
AM-FM Table Radio
Most elegant table radio in town. The smart grille with bold dial face is eye-filling, eye-pleasing. Big 8" speaker for rich tone. A perfect radio for any room in the house. Wood cabinet. Mahogany. RETAIL **$99.95.** In Maple or Oak. **$109.95.**



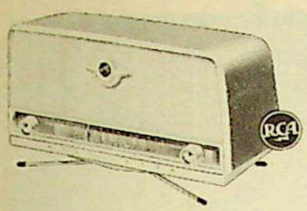
RCA Victor 9XL1
"Winthrop"
Twin-Speaker Table Radio
With built-in electric cigarette lighter. Powerful twin-speaker "Golden Throat" for balanced sound. Electrodynamic speakers for finer tone. Phono-jack and automatic volume control. 7" h, 13" w, 5½" d. White, Pink or Spruce Green. RETAIL **$39.95.**

** Prices shown with Federal Excise Tax included.*

Those who make the worst use of their time are the first to complain of its shortness.

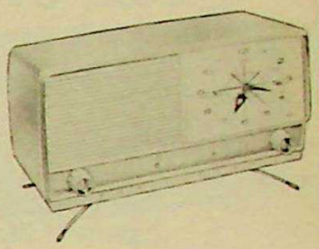
. . . Jean de La Bruyere

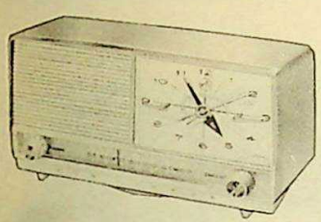
RCA VICTOR



RCA Victor 9X10
"Woodlawn"
Twin-Speaker Table Radio
With swivel base. Twin-speaker "Golden Throat" tone. Slide-rule tuning dial. Phono-jack. Push-pull, on-off volume control switch. 7" h, 12¾" w, 6" d. Pink/Antique White, Gray/Antique White or Maple Sugar/Antique White. RETAIL **$34.95.**

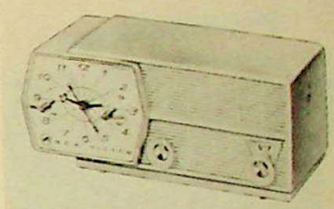
RCA Victor 8C8
"Merriweather"
Clock-Radio
A swivel base that swing in any direction. Slumber lever and automatic selector lever. Appliance plug-in. Phono-jack. Smartly styled cabinet in two-tone Gray, Black and White or Maple Sugar and White, enhances today's modern living. RETAIL **$42.95.**

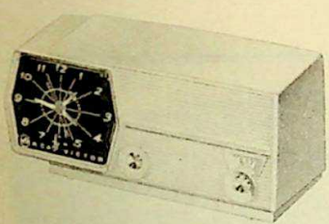




RCA Victor 8C7
"Sentry"
Clock-Radio
Wake up to music! Fresh in styling, rich in color. Big clock dial with two clock-radio levers. Convenient appliance plug-in. Slide-rule tuning dial. Superb styling in combination colors of Turquoise/White, Pink/White or in Antique White. RETAIL **$39.95.**

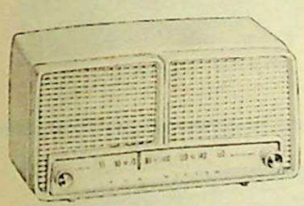
RCA Victor 8C6
"Palomar"
Clock-Radio
Modern, practical clock-radio styled to achieve real functional beauty. Slumber switch shuts radio or appliances off automatically. Wake up switch turns on radio at pre-set time. Illuminated dial. White, Charcoal, Turquoise or Yellow. RETAIL **$34.95.**





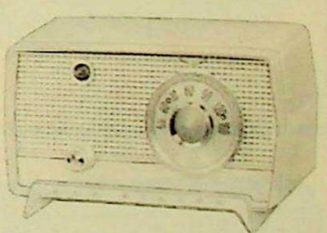
RCA Victor 8C5
"Dreamette"
Clock-Radio
Makes you relaxed and comfortable for the night—wakes you up easy and almost pleasantly. New Calibrated volume control feature. Convenient appliance plug-in. Available in Dresden Blue, Pink, Black and Antique White. RETAIL **$29.95.** In Maroon. **$27.95.**

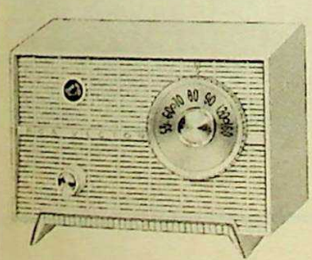
RCA Victor 8X9
"Kentfield"
Table Radio
The look and power of a champion. Provides the wonderful "Golden Throat" tone. Grille set off by an easy-to-read satiny gold-colored slide-rule tuning dial. Built-in antenna. Dignified color combinations of Black/White or Charcoal/Gray. RETAIL **$39.95.**



RCA Victor 8X8
"Newcliffe"
Table Radio
Ultra-modern attire—the look of tomorrow—today! Perfect for use in kitchen, den, game room or bedroom. Grille screen conceals twin-speakers for clear brilliant "Golden Throat" tone. Available in Ivory, Turquoise, Black and Gray. RETAIL **$29.95.**

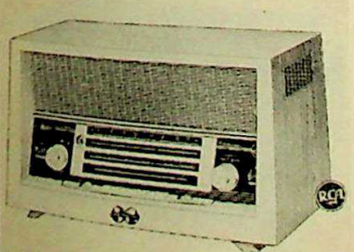
RCA Victor 8X6
"Burgess"
Table Radio
This beauty's tiny price goes a long, long way. Provides good reception and can be used in any room. Push-pull, on-off volume control. Famous "Golden Throat" tone. Bold easy-to-read dial. In Yellow, Pink, Antique White or Charcoal. RETAIL **$24.95.**





RCA Victor 8X5
"Lyons"
Table Radio
Clean and simple lines. Compactly designed to fit into nook, shelf, bookcase. Rich and powerful reception wtih "Golden Throat" sound. Distinct easy-to-read dial. Handsome colors in Black, White, Green or Pink. RETAIL **$21.95.** Maroon. **$19.95.**

RCA Victor 9INT2
"International" Hi-Fi
AM-FM Radio "Victrola"
Engineered for exceptional reception without tonal distortion. Short Wave reception. Push-button switches and "Magic-Eye" visual tuning. Automatically plays all 4-speed records. Multiple speakers. 33" h, 26" w, 16" d. Blond Elmwood. Walnut. RETAIL **$369.95.**



RCA Victor 9INT1
"International" Hi-Fi
AM-FM Short Wave Radio
Made in Europe especially for RCA Victor. Press a button and pinpoint stations the world over, or tune in standard broadcasts. Magic-Eye tuning. Extra powerful chassis. "Golden Throat" tone. 15" h, 24½" w, 12" d. Walnut. Blond. RETAIL **$229.95.**

to fill your Leisure Hours with Pleasure . . .

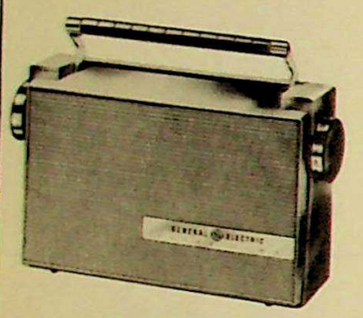
Every custom was once an eccentricity;
every idea was once an absurdity.
. . . Holbrook Jackson

GENERAL ELECTRIC

Easy on the eye!
Easy on the ear!

Indoors, outdoors — when, where and as you like it—this handsome new General Electric portable performs beautifully on long-life batteries *or* AC/DC house current.

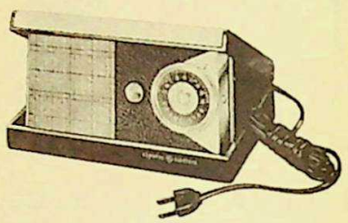
General Electric P-720
"All-Transistor"
Portable Radio
Luxury leather style, smartly saddle stitched for deluxe appearance and rugged durability. Exceptional power, range and tone, six transistors and two crystal diodes, ferrite rod antenna. Full 4" speaker. Ginger. 9½" w, 6⅝" h, 3½" d. RETAIL **$59.95.***

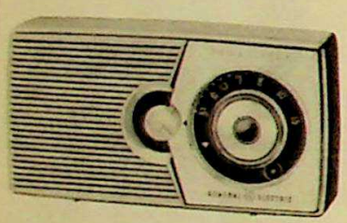


General Electric P-725
"All-Transistor"
Portable Radio

Deluxe styling with metallic front grille, hinged carrying handle on top. Exceptional power, range and tone, six transistors and two crystal diodes, ferrite rod antenna built into case. Available in Cocoa with Brown trim. 8¼" w, 5¾" h, 2½" d. RETAIL **$49.95.***

General Electric P-715
"All-Transistor" Portable Radio
Remarkable performance on inexpensive pen-light batteries or rechargeable batteries, six transistors and one crystal diode provide outstanding reception, shatter-proof, rustproof, chipproof finish. 6¾" l, 3½" h, 1½" w. RETAIL **$64.95.***
P-715d—Same as above without recharger. Gold with beige trim. **$49.95.***

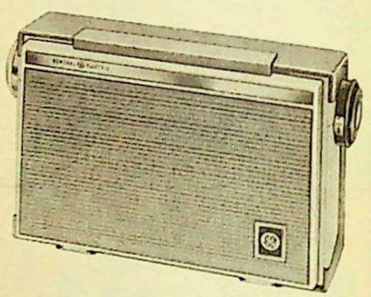


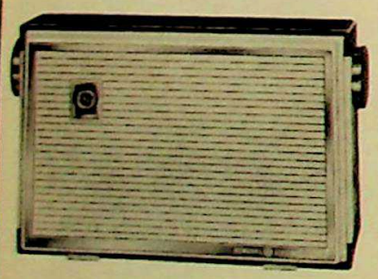


General Electric P-710
"All-Transistor"
Pocket Radio
Trim and compact cabinets have rounded edges and corners, flat tuning and on-off volume controls that will not snag pocket or purse, four transistors plus one crystal diode, power, range and tone equal to others, ferrite rod antenna. Ebony and Gold. 6½" l, 3½" h, 1¾" w. RETAIL **$34.95.***

General Electric P-735
"Deluxe" 3-Way
Portable Radio

Indoor or outdoor use, vernier control provides accurate and easy tuning, high impact plastic unbreakable in normal use, built-in ferrite rod antenna, AC, DC or batteries. Turquoise and white. 10" w, 6½" h, 3¼" d. RETAIL **$34.95.***

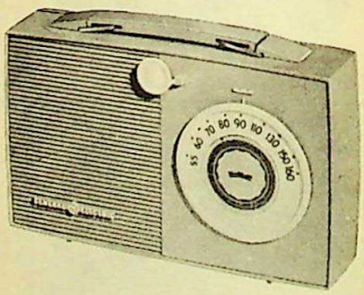


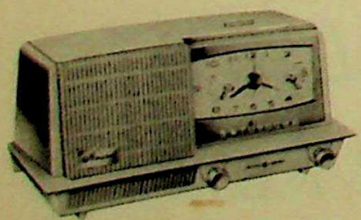


General Electric P-671
"3-Way" Portable Radio
Operates on batteries or AC/DC household current, power cord hideaway eliminates necessity of opening case to remove or replace power cord, disappearing handle on top, "Conelrad" Civil Defense band markings, ferrite rod antenna, 4" dynapower speaker. Ebony and White. 10" l, 6½" h, 3¼" d. RETAIL **$29.95.***

General Electric P-700
"Tripmate" Portable Radio

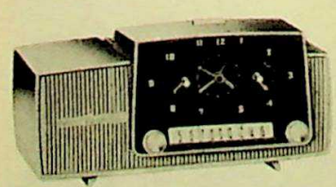
Full 4" dynapower speaker with aluminum voice coil and Alnico 5 magnet, four tube chassis, "Conelrad" Civil Defense band markings, ferrite rod antenna, approximately 85 intermittent hours of normal play on one set of batteries. Tan. 9½" l, 5¾" h, 2½" d. RETAIL **$19.95.***





General Electric C-420
"Musaphonic" Clock-Radio
Musaphonic tone, exceptional tone quality achieved with remarkable combination of engineering features, special speaker, high quality audio output transformer, special circuit equalization, automatic wake up, dial beam tuning, snooz-alarm. Mahogany. 14¼" l. 8½" h, 8" d. RETAIL **$49.95.**

General Electric 911
Clock Radio
Wake up to music or buzzer alarm, audio-magic control at left turns left for record player, right for radio, built-in beamascope antenna, powerful dynapower speaker, electric clock with luminous hands, appliance outlet. Mahogany. 13" l, 6½" h, 6½" d. RETAIL **$39.95.**

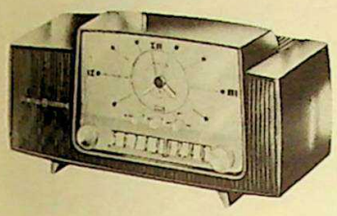


**Prices shown do NOT include Batteries.*

By nothing do men show their character more than by the things they laugh at.

. . . Johann Wolfgang von Goethe

GENERAL ELECTRIC

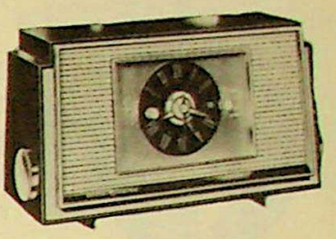


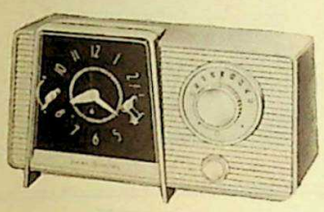
General Electric C-415
Clock Radio

Control at top center of cabinet permits an extra forty winks after buzzer sounds. Socket for plug-in of record player, volume control turns to left for record player, right for radio reception, appliance outlet, automatic wake up, dependable G-E electric clock. Ivory. 13" l, 6¾" h, 6½" d. RETAIL **$39.95.**

General Electric 940
Clock Radio

Convenient outlet on back for home appliance, appliances may be turned on and off automatically, automatic wake up, fully molded cabinet back for smart appearance both front and rear, dependable G-E electric clock has luminous hands. Mahogany and Antique White. 11¾" l, 6¾" h, 4¾" d. RETAIL **$34.95.**



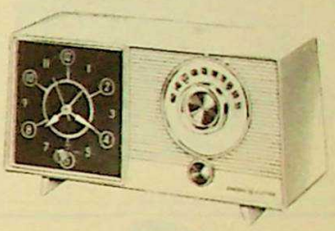


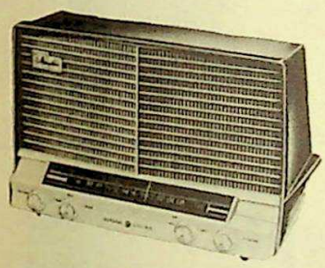
General Electric C-405
Clock Radio

Automatic wake up, lever type controls, lustrous polystyrene is high temperature resistant with color molded all the way thru, no paint to chip or scratch, dependable GE electric clock with luminous hands, powerful 4" GE dynapower speaker. Grey and Antique White. 11¼" l, 6½" h, 5" d. RETAIL **$29.95.**

General Electric 930
Clock Radio

Automatic wake up. dependable GE electric clock with sweep second hand, lustrous polystyrene is high temperature resistant with color molded all the way thru, built-in ferrite rod antenna eliminates need for outside antenna under normal conditions. White. 11" l, 5¾" h, 4¾" d. RETAIL **$24.95.**



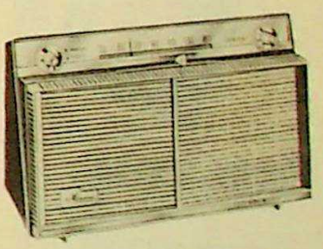


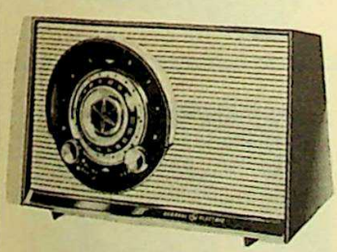
General Electric T-120
AM/FM Table Radio

Selector control rotates the slide-rule tuning dial and switches from exceptionally fine AM standard reception to remarkable static-free, expanded frequency range of FM, automatic frequency control on FM band is feature found ordinarily only in high fidelity tuners. Mocha and Beige. 13¾" l, 7½" d, 9½" h. RETAIL **$75.00.**

General Electric T-115
"Musaphonic" Table Radio

Dual speakers for superb, balanced sound reproduction, matchless tone quality with special speaker mounts and latticed grilles, high quality audio output transformer and special circuit equalization, tuned RF amplifier stage provides high sensitivity. Mocha and Beige. 13½" l, 6" d, 9" h. RETAIL **$39.95.**



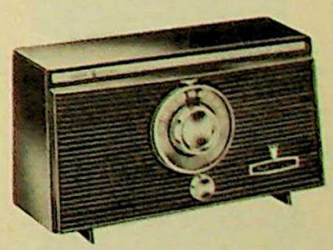


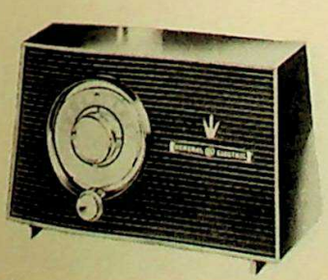
General Electric 860
Table Radio

Dial beam tuning, vernier tuning for pin-point tuning, large 5¼" GE dynapower speaker, socket for plug-in of record player, volume control turns left for record player, right for radio reception, fully molded cabinet, 4 tubes plus rectifier. Mahogany and Antique White. 12" l, 5¼" l, 7½" h. RETAIL **$29.95.**

General Electric T-105
Table Radio

Dual speakers for wonderful, balanced tone quality, turns set on and off, retaining same desired volume at any station, printed circuit chassis provides uniformity in wiring, lustrous polystyrene cabinet is high temperature resistant. Mahogany. 12" l, 5" d, 6¾" h. RETAIL **$24.95.**





General Electric 875
Table Radio

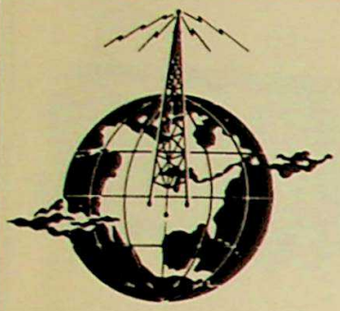
Push-pull, on-off control turns set on and off, retaining same desired volume at any station on the dial, printed circuit chassis provides exact uniformity in wiring, lustrous polystyrene cabinet is high temperature resistant with color molded all the way. Mahogany. 10½" l, 5" d, 6¾" h. RETAIL **$19.95.**

- High-fashion styling
- Vernier precision tuning
- Outstanding power, range and tone

*Prices shown do NOT include Batteries.

ZENITH

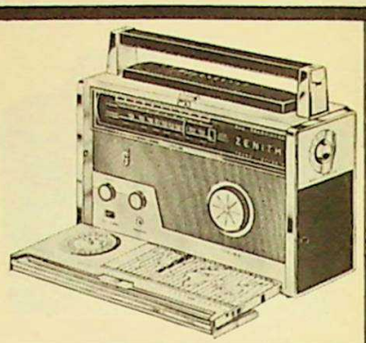
The man who has accomplished all
that he thinks worth while, has begun to die.
. . . E. T. Trigg



LONG DISTANCE AM RECEPTION

Zenith radios provide complete Standard Broadcast coverage from 540 Kcs through 1600 Kcs. They bring in even weak, distant stations with exceptional sharpness and clarity

Zenith A1000
"Trans-Oceanic"
Transistor Radio
Contains 9 transistors, long distance reception 8 individual wave bands, slide-rule dial scale, detachable wavemagnet antenna, handle conceals telescopic waverod antenna, operates on 9 flashlight batteries. Genuine black leather with Roman Gold trim. 10¼" h, 12½" w, 5" d. RETAIL **$250.00***



Zenith A1750
"Super Deluxe"
Transistor Radio

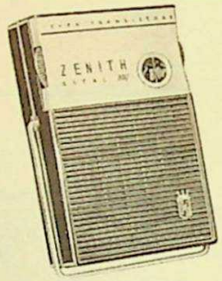
Covers entire Standard Broadcast band, powerful wavemagnet antenna, negative feedback for improved tone quality, plays in autos, trains, planes, precision vernier tuning, outstanding audio output. Genuine top grain cowhide. 5" h, 9" w, 3½" d. RETAIL **$79.95***

Zenith A-700
"Super Deluxe"
Transistor Radio
Covers entire Standard Broadcast band, negative feedback for improved tone quality, wavemagnet antenna, 7 transistor and push-pull amplification provides 275 milliwatts of undistorted audio output. Genuine top grain cowhide with Roman Gold trim. 5" h, 8½" w, 3½" d. RETAIL **$69.95***

Zenith A-500
"Super Deluxe"
Pocket Radio

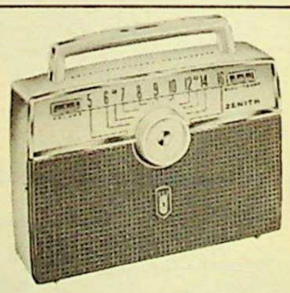
Tiny, but powerful electronic miracles eliminate need for bulky tubes, super-sensitive reception with 7 transistors, powerful 5 magnet speaker, automatic volume control. Available in Ebony, Maroon or White with Roman Gold trim. 3½" w, 5¾" h, 1½" d. RETAIL **$75.00***.

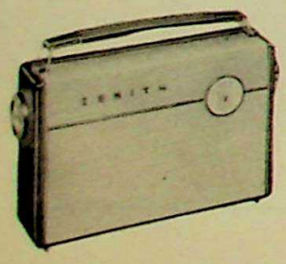
Zenith A-300
"Deluxe" Transistor
Pocket Radio
New compact design lets you hold and tune radio with one hand, 7 transistor and push-pull amplification give 100 milliwatts of undistorted audio output, powerful wavemagnet antenna. Available in Ebony, Pine Frost Green or Maroon with Roman Gold trim. 5¾" h, 3½" w, 1½" d. RETAIL **$59.95***.



Zenith A-600
"Super Deluxe"
Trans-Oceanic Portable Radio
Log chart compartment, international tuning dial with push-button band selectors, humidity-treated against loss of sensitivity, volmatic reguator, AC, DC, or battery operated, black stag finish. 12" h, 17¼" w, 8" d. RETAIL **$139.95***. Cowhide tan **$159.95***.

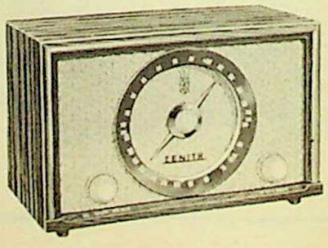
Zenith A-402
"Sea Shore"
3-Way Portable Radio
Simply dial the antenna control with flick of finger for best signal reception, non-breakable cabinet, AC, DC or battery operation, push button battery change panel. Available in Brown and Pink, Brown and French Beige or Ebony. 9" h, 10½" w, 3¼" d. RETAIL **$36.95***.

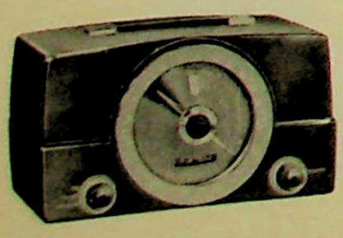




Zenith A-400
"Holiday"
3-Way Portable Radio
Long distance portable radio AM chassis, powerful wavemagnet antenna, non-breakable cabinet, quality 4" speaker, automatic volume control, instantaneous operation, battery-saver switch. 7½" h, 11" w, 2¾" d. Black. RETAIL **$29.95***. Grey or White **$31.95***.

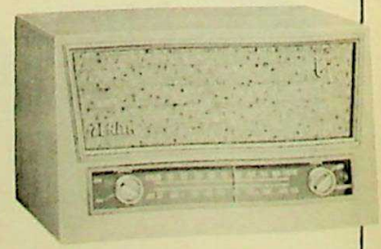
Zenith A-835
"Super-Symphonaire"
FM-AM Table Radio
High Fidelity-FM reception, automatic frequency control, super sensitive FM, long distance AM provides complete standard broadcast coverage, broad range tone control, automatic volume control. Available in Mahogany or Blond Oak. 10" h, 15¾" w, 8" d. RETAIL **$109.95.**





Zenith A-825
"Super-Symphony"
FM-AM Table Radio
Super sensitive FM, broad range tone control to give sharper clearer treble response, patented giant-size dial speaker, built-in wavemagnet and light-line antenna, drift-free tuning. 8½" h, 15" w, 7¾" d. Mahogany. RETAIL **$89.95.** Gray **$91.95.**

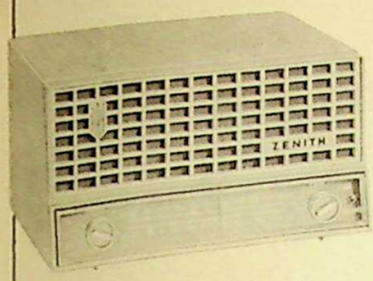
Zenith A-730
"Super-Laurel"
FM-AM Table Radio
Assures you glorious high fidelity FM, provides Standard Broadcast coverage, built-in AM and FM antenna, virtually drift-free FM tuning, dual speaker sound system, slide rule dial scale. Available in Mahogany or Blond Oak. 9" h, 15" w, 8" d. RETAIL **$79.95.**



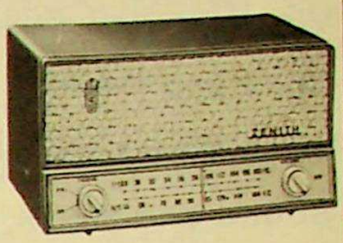
*Price does not include batteries.

People forget how fast you did a job—
but they remember how well you did it.
. . . Howard W. Newton

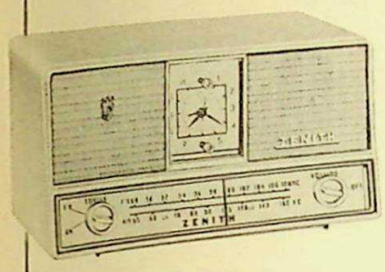
ZENITH



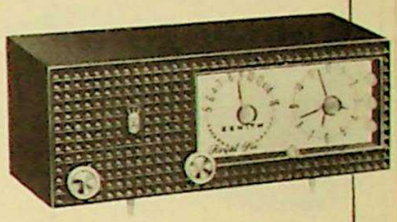
Zenith A-724
"Super-Triumph"
FM-AM Table Radio
Super-sensitive FM assures glorious FM, built-in AM and FM antennas, broad range tone control to give sharper, clearer treble response. Available in Ebony, French Beige or French Grey. 7" h, 13" w, 7½" d. RETAIL **$64.95**



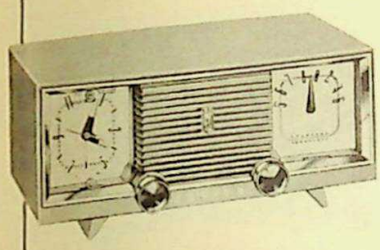
Zenith A-723
"Super-Medallion"
FM-AM Table Radio
No annoying static, only rich, pure clear tone, famous long distance AM, long-life chasiss, super-powered tone quality, easy to read slide rule dial scale, automatic volume control. Available in Maroon, White or Green. 7¾" h, 13" w, 7¼" d. RETAIL **$54.95.**



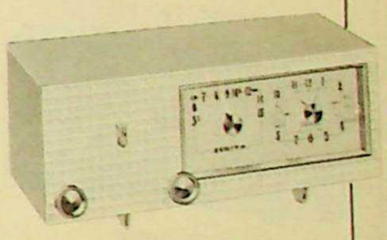
Zenith A-728
FM-AM Clock Radio
Rich, clear static-free FM reception, long distance AM reception, quality speaker, radio control knob, radio alarm and buzzer turns radio on at predetermined time, automatically turns off radio any time you choose, high quality electric clock. Available in Black, White or Green. RETAIL **$79.95.**



Zenith A-624
"Super Deluxe"
Clock Radio
Powerful superheterodyne circuit for exceptional high standard of performance, acoustically positioned quality speaker, appliance outlet, sleep switch automatically turns off radio or appliance. Available in Ebony, White or Nickel Grey. 5½" h, 13¼" w, 5¾" d. RETAIL **$49.95.**

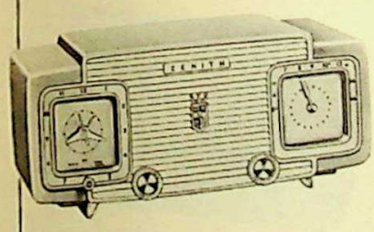


Zenith A-516
"Deluxe" Clock Radio
Long distance AM reception provides Standard Broadcast coverage, precision vernier tuning permits accurate tuning, radio alarm and buzzer control, sleep switch automatically turns off radio any time you choose. Available in French Beige, White or Slate Grey with Roman Gold trim. 5¾" h, 13" w, 6½" d. RETAIL **$49.95.**

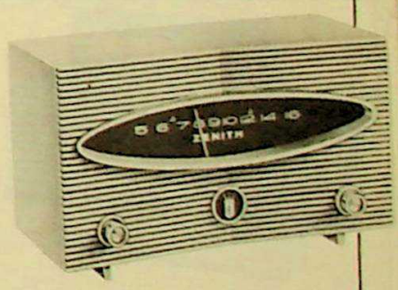


Zenith A-519
"Super Deluxe"
Clock Radio

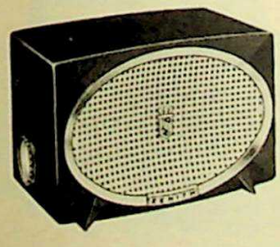
Provides complete Standard Broadcast coverage, wavemagnet antenna, quality 4" speaker, appliance outlet, radio control knob, radio alarm and time set control. Available in Ebony, Green with White grill or Pink with Gray grill. 5½" h, 13¼" w, 5¾" d. RETAIL **$39.95.**



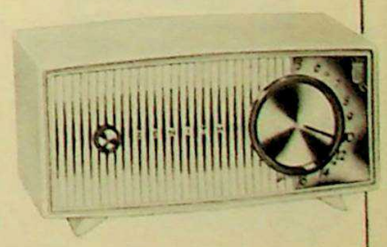
Zenith A-515
"Super"
Clock Radio
Precision vernier tuning for accurate "on-station" tuning, powerful superheterodyne circuit, radio alarm and time set control, telechrome electric clock, quality 4" speaker. 6" h. 13" w, 5¾" d. Black. RETAIL **$29.95.** All other colors **$31.95.**



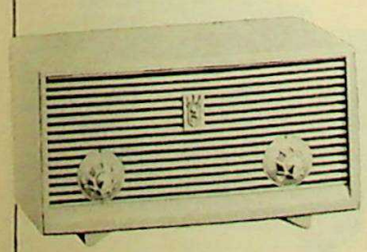
Zenith A-615
"Zephyr"
Table Radio
Super sharp sensitivity permits easier, accurate tuning, big 6 x 9 dial speaker, front mounted tuning controls, broad range tone control. Available in white, green, slate gray. 7¾" h, 12½" w, 6½" d. RETAIL **$39.95.**



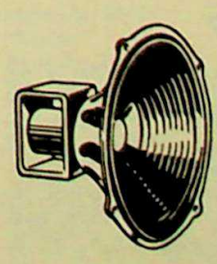
Zenith A-513
"Harmony"
Table Radio
Side mounted control knobs, famous long distance AM reception, built-in wavemagnet antenna, automatic "bass boost" circuit, specially designed cabinet to prevent energy leakage. 6½" h, 10" w, 5½" d. Maroon RETAIL **$29.95.** Green or White **$31.95.**



Zenith A-510
"Laurel"
Table Radio
Large "easy-grip" tuning control for quick accurate tuning, 4" quality speaker, automatic volume control, powerful superheterodyne circuit, built-in wavemagnet antenna. 5½" h, 11½" w, 5½" d. Black RETAIL **$24.95.** Green or White **$26.95.**



Zenith A-508
"Pacemaker"
Table Radio
Front mounted control knob, scientifically constructed to help prevent energy leakage and sound dissipation, superior reception possible because of outstanding selectivity. 5¼" h, 4¾" d, 9¾" w. Maroon RETAIL **$19.95.** All other colors **$21.95.**



ALNICO-5 MAGNET SPEAKER

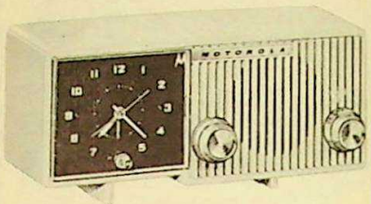
Powerful Alnico-5 speaker gives exceptional tone sensitivity at varying volume levels. Faithfully reproduces the superior tone quality of Super-Sensitive Zenith FM and Long Distance AM.

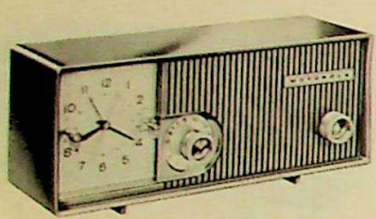
MOTOROLA

I have found that most people are about as happy as they make up their minds to be.
. . . Abraham Lincoln

Vigorous New Expressions of Design, Color and Performance Combine to Bring You a New Perspective in Sound and Style.

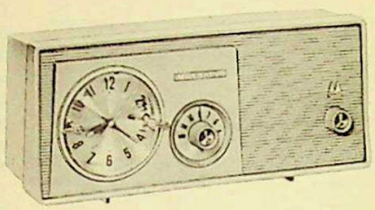
Motorola 5C21
Clock Radio
Wake up to clear, rich tones from the exclusive golden voice speaker. Easy-flip controls. Lifetime, trouble-free PLAcir chassis won't wear out. Exclusive shockproof interlock. Contemporary styling blends with traditional or modern furnishings. Available in Antique White. Dimensions: 12¾" w, 5¾" h, 5" d. RETAIL **$27.95.**

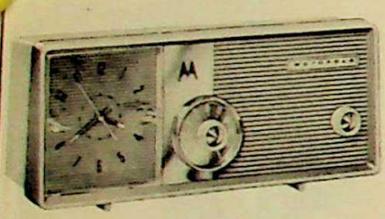




Motorola 5C22
Clock Radio
Trouble-free PLAcir chassis to last a lifetime. Will lull you to sleep or wake you at any pre-set time with gentle music and then with buzzer alarm. "Easy-to-flip" control levers, automatic appliance outlet. Mahogany. 13¾" w, 6" h, 5" d. RETAIL **$29.95.** Citron, White, Carnation, Mocha. **$31.95.**

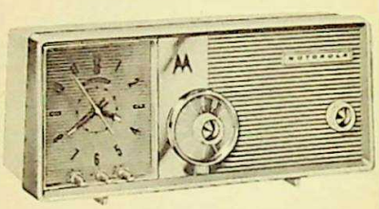
Motorola 5C23
Clock Radio
High impact plastic cabinet resists stains, scratches and scuffing. Luminous hands for easy night viewing. Lifetime PLAcir chassis, twin coil antenna, automatic timer and appliance control. Choice of Blue and White, Green and White or Carnation and White. 14¼" w, 6" h, 5" d. RETAIL **$36.95.**

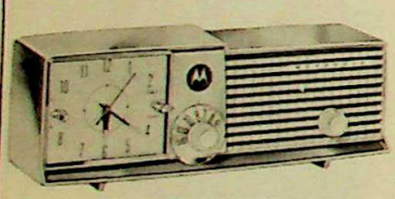




Motorola 5C24
Clock Radio
Dynamic styling to fit any room. Has vernier precision tuning, phono jack, automatic volume control, lifetime trouble-free PLAcir chassis, 5" golden voice speaker, exposed ferrite rod antenna. Choice of festive two-tone. Blue and White and Carnation and White. 14" w, 6¼" h, 5" d. RETAIL **$42.95.**

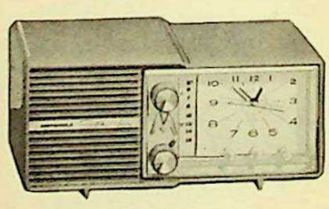
Motorola 5C25
Clock Radio
Simplicity of design to fit any decor. Cabinet of high impact plastic, highly resistant to heat, stains, scuffs and scratches. Vernier tuning for most accurate tuning, acoustically balanced speaker, twin coil antenna. Green and White, Mocha and White. 14" w, 6¼" h, 5" d. RETAIL **$44.95.**

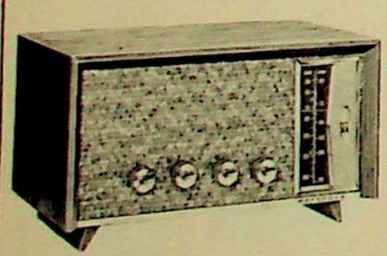




Motorola 5C27
Clock Radio
Lulls you to sleep, wakes you gently with music and then buzzer alarm. Lifetime trouble-free PLAcir chassis, "easy-to-flip" control levers, appliance outlet for your morning coffee. Precision vernier tuning. Available in Mocha, Hyacinth and White. 15¼" w, 5" h, 5" d. RETAIL **$39.95.**

Motorola 6C26
Clock Radio
Slide rule dial for accurate, pinpoint tuning. Twin coil antenna, exposed ferrite rod antenna, luminous hands for easy night viewing. Phono jack for enjoyment with record player. High impact cabinet resists stains, scratches and scuffs. Gray and Antique White. 14" w, 6¼" h, 6" d. RETAIL **$49.95.**



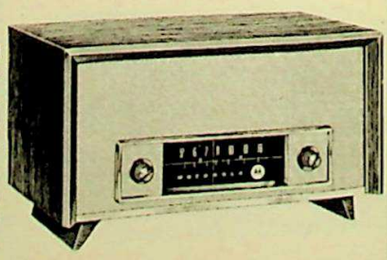


Motorola 10T28
FM/AM Table Radio
Twin speaker golden voice radio styled with elegance of fine polished wood. Performs with diamond clarity and fidelity, utilizes 8 tubes plus rectifier for super-sensitive, super-selective reception. 15½" w, 9" h, 9" d. Mahogany finish. RETAIL **$99.95.** Swedish oak and California Mahogany. **$104.95.**

Motorola 6T26
Table Radio
Exclusive Volumatic brings in weak or strong stations in load and clear without interference. Hi-fi type acoustinator tone control, built-in phono jack to plug in record player, slide rule dial, vernier tuning for easy pinpoint tuning. Choice of White or mahogany. 14¼" w, 7¼" h, 7" d. RETAIL **$39.95.**

Motorola 5T27
Table Radio
Finger tip touch and radio is on, another touch and it's off. Lifetime trouble-free PLAcir chassis, acoustically balanced speaker, twin coil antenna, has automatic volume control. Stain, scuff and scratch resistant plastic. Mocha, White, Hyacinth. 14¾" w, 5½" h, 5" d. RETAIL **$29.95.**

Motorola 5T25
Table Radio
Superbly crafted for best sound reproduction, golden voice speaker eliminates jarring highs and muffled lows. Push-pull on-off volume control, phono jack. Imperial Mahogany finish. 15½" w, 9" h, 9" d. RETAIL **$44.95.** Also available in Swedish Oak or California Mahogany high-fashion finishes. **$46.95.**



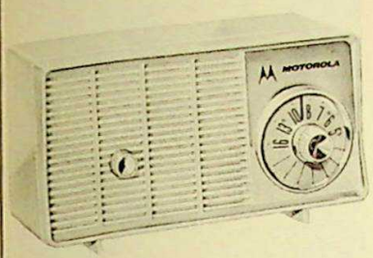
A friendship founded on business is a good deal better than a business founded on friendship.

. . . John D. Rockefeller

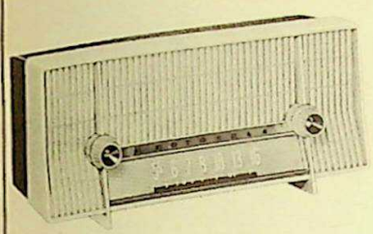
MOTOROLA

Delightfully Different Styling

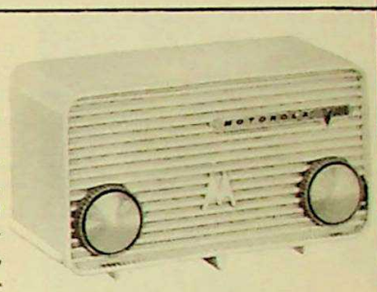
Styled for today and tomorrow! A blend of the traditional and the modern that fits right into any room in your home. Just the right size for that tiny shelf, that one open spot in the bookcase or on the desk . . . an ideal "second" set for cottages, game rooms, porches and patios. And it's priced so low!



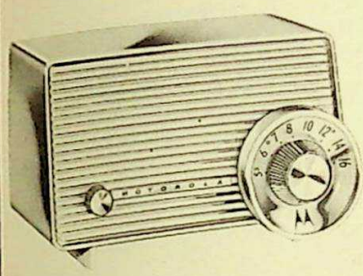
Motorola 5T23
Table Radio
Push-pull on-off volume control knob, PLAcir trouble-free chassis, accurate vernier fine tuning. Acoustically balanced speaker brings you the finest tones. Automatic volume control, twin coil antenna, high impact cabinet. Mocha, White, Citron, Carnation. 12" w, 6½" h, 4¾" d. RETAIL **$26.95.**



Motorola 5T24
Table Radio
Captivating combination of style and sound. Push-pull on-off switch, vernier tuning, slide rule dial and pilot light makes tuning easier and accurate. Acoustically balanced speaker. Choice of two-tone Green and White, Mocha and White. 14" w, 6½" h, 5¾" d. RETAIL **$39.95.**

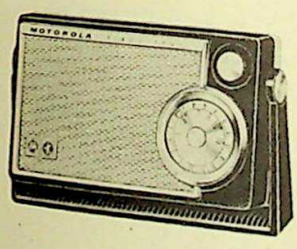


Motorola 5T21
Table Radio
Ideal "second" set for fun-time entertainment, trouble-free lifetime PLAcir chassis, acoustically balanced golden voice speaker for richest, clearest fidelity sound, twin coil antenna. High impact plastic for long, hard use. Shockproof interlock. White 9¾" w, 5¼" h, 4½" d. RETAIL **$18.95.**



Motorola 5T22
Table Radio
Sparkling fashion styling, golden voice speaker for rich, clear sounds, automatic volume control, twin coil antenna, lifetime PLAcir chassis, high impact plastic cabinet that won't stain, scratch or scuff. Mahogany. 10¼" w, 6¼" h, 4½" d. RETAIL **19.95.** Also in White, Red or Citron **$21.95.**

Motorola 6X31
Transistor Pocket Radio
Powered by six dynamic transistors. Famous rotating antenna handle to bring stations in stronger, locks to form carrying handle. Transistors assure up to 200 hr. battery life. PLAcir life-time chassis, convenient earphone jack, all metal cabinet. Sand. 6¼" w, 4¼" h, 1¾" d. RETAIL **$49.95.***



Motorola 6X32
Transistor Pocket Radio
Superbly styled, fine-precision quality, powered by six dynamo transistors, rotating antenna handle. No tubes to burn out or "warm-up". Ball bearing drive station selector, handle locks to form carrying handle, all metal case. In Navy and Chrome. 6¼" w, 4¼" h, 1¾" d. RETAIL **$54.95.***

Motorola 76T
"Powermaster" Transistor
Portable Radio
A power performance radio with 7 transistors. Rotating antenna handle pulls in distant signals, handy earphone jack for private listening, all steel cabinet, vernier tuning. Navy and suntan. 9½" w, 6½" h, 2½" d. RETAIL $75.00.* D-196 Earphone **$7.50.**

Motorola 5P31
"Corsair" Portable Radio
Luxury in design and sound, unbreakable steel case. Exclusive volumatic keeps sound constant, golden voice speaker for richer, clearer sound. Split-second warm up on AC, DC or batteries. Shockproof interlock. Grey tweed fabric cover. 10½" w, 8½" h, 2" d. RETAIL **$34.95.***

Motorola 5P32
"Fiesta"
Portable Radio
Rotating antenna handle for clear strong reception of distant signals, unbreakable steel case, ball bearing drive station selector. Warms up in split second on AC, DC or batteries. Available in Red, Yellow, Navy or Blue. 10½" w, 8½" h, 2" d. RETAIL **$39.95.***

Motorola 5P33
"Riviera"
Portable Radio
A wonderful traveling companion! This radio has unbreakable steel case, handy earphone jack for private listening, vernier tuning, lifetime PLAcir chassis, rotating antenna handle. White, White & Navy or White & Lavender. 10½" w, 8½" h, 2" d. RETAIL **$49.94.***

Motorola 5P34
"Ranger"
Portable Radio
Shoulder strap portable with power and sensitivity. Earphone jack for privacy, automatic volume control, unbreakable all steel case, volumatic keeps sound constant. Rototenna feature assures long distance reception. Navy or Suntan. 10½" w, 9" h, 2" d. RETAIL **$54.95.***

* *Price does not include batteries.*

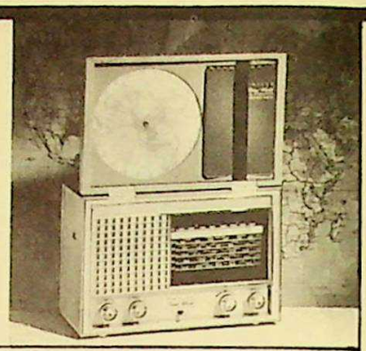
PHILCO

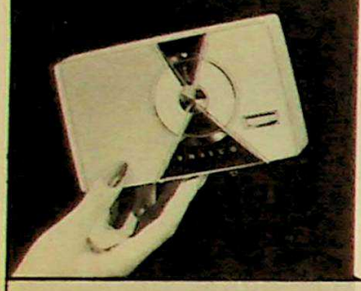
When two men in business always agree, one of them is unnecessary.

. . . William Wrigley, Jr.

FIRST AND ONLY SEVEN BAND ALL-TRANSISTOR SHORT-WAVE RADIO —The T-9 has a complement of 9 transistors . . . 6 Philco-developed Surface Barrier (including 3 Philco High Frequency transistors) plus 3 Philco Audio Frequency transistors. Perfect in performance and dependability they operate on the least current and voltage in radio.

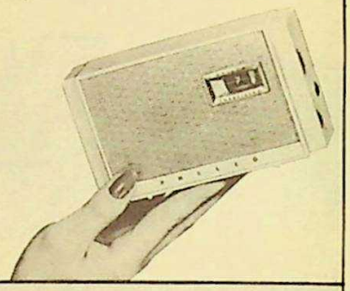
Philco T-9
"Trans-World" All-Wave
All-Transistor Portable Radio
Intercontinental powerhouse that weighs only 19 lbs. Features full-scope of short-wave and standard broadcast although powered economically by 6 regular flashlight batteries. 9 transistors makes it real compact yet powerful. Rich leather-like finish. RETAIL **$229.95.***

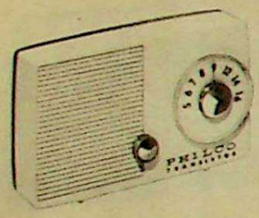




Philco T-7X
Cordless 7-Transistor Radio
The world's finest performing compact transistor radio. Push-pull audio circuit. 7 transistors. Plays where other transistor radios fail. Fine tone quality and high volume output, provide hundreds of hours of playing time on regular flashlight batteries. 4¼" h, 7" w, 2¼" d. RETAIL **$75.00.***

Philco T-500
Transistor Pocket Radio
Bantam, pocket-size 5 transistor set with 1 alloy junction audio and 4 surface barrier transistors, built-in magnecor antenna, private listening jack, big-set sensitivity and output, operates economically on four pen flashlight or mercury batteries. 3½" h, 6" w, 1¾" d. RETAIL **$44.95.***

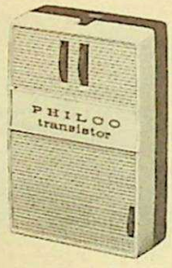


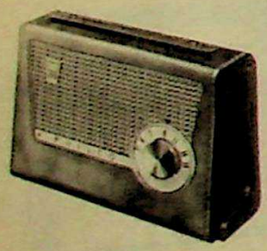


Philco T-4
4-Transistor Pocket Radio
A private vest pocket mighty mite that delivers big radio performance. Operates most efficiently and economically on just 4 regular pen light batteries that can be purchased anywhere. Goes wherever you go . . . on ships, trains, planes. 3¾", 6", 1½" d, in break-resistant case of ivory and black. RETAIL **$29.95.***

Philco T-3
The "Veep"
3-Transistor Pocket Radio

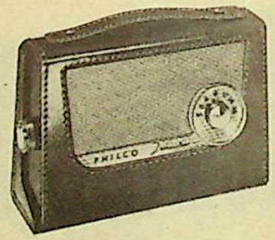
Personal vest pocket size 3-Transistor radio with a permanent "Private Listening" speaker. Operates and performs just like big home radios. Operates most economically on just small mercury batteries. 3¾" x 2½" x 1¼". Ivory and Black. RETAIL **$19.95.***

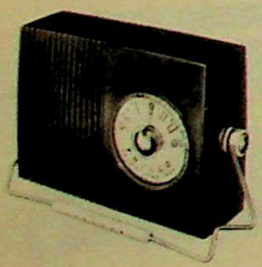




Philco T-700
Transistor Portable Radio
Highly sensitive, high volume output, operates on 7 transistors, gives hundreds of hours of listening pleasure most economically, beautiful, luxurious, leather-like finish case with golden trim. Cordless miracles that can go wherever people go. 7" h, 10" w, 4" d. RETAIL **$59.95.***

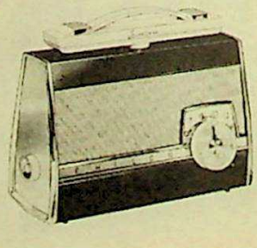
Philco T-6
6-Transistor Portable Radio
Features the brand new form factor and big 3½" Alnico V speaker. Operates up to 500 hours on just 2 regular flashlight ("D") batteries. Highly sensitive with brilliant tones in beautiful Sur-V-Lon (leather-like) finish of Cowhide Tan. Handsome and lightweight. 6½", 9", 2". RETAIL **$49.95.***





Philco T-800
Transistor Table Radio
Most versatile, multi-use 7 transistor set with 3 audio alloy junction and 4 surface barrier transistors, oversize audio transformer, unique stand and carrying handle, locks in any position or detached, oversize audio transformer, magnecor antenna. 7" h, 10" w, 4" d. RETAIL **$59.95.***

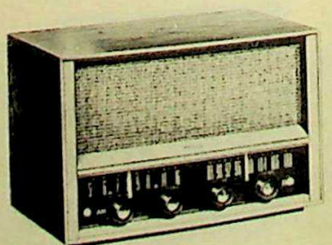
Philco T-701
7-Transistor Portable Radio
World's most powerful 7 transistor portable radio with new form factor design. New "Scantenna" that's a handsome handle yet doubles as powerful aerial with 2 built-in magnecor antennas. Operates on just 4 flashlight batteries. 8½", 9¾", 2¼". Turquoise, ivory/black, black/ivory with gold. RETAIL **$59.95.***



Philco 681
"Scantenna"
Portable Radio
With the newest Philco feature that doubles portable radio enjoyment . . . the "Scantenna" . . . it's a handle that doubles as an antenna. Completely new form factor design. 7¾", 10½", 3¾". Break-resistant case in aqua, burgundy red or Fiesta pink. A handy, handsome musical companion. RETAIL **$29.95.***

Philco 976
AM-FM Table Radio

The ultimate in beauty, distortion-free and noise-free FM and powerful AM radio, variable tone control and separate slide-rule tuning dials, illuminated band indicators, completely shielded high frequency unit. Mahogany, blonde or fruitwood. 10½" h, 15½" w, 9" d. RETAIL **$89.95.**

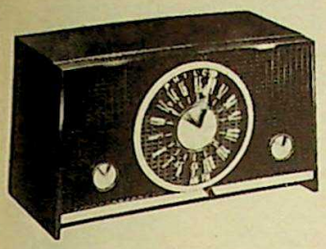


*Prices shown do NOT include Batteries.

Efficiency: the ability to do a job well, plus the desire to do it better.

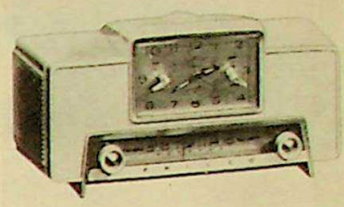
. . . Paul H. Gilbert

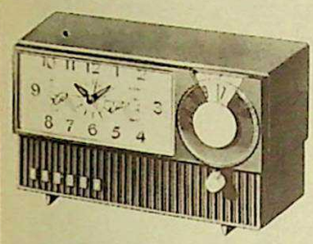
PHILCO



Philco 974
AM-FM Table Radio
Modern, gleaming ebony cabinet with superb FM, noise-free reception with advanced engineered AM system, built-in loop antenna, special flip switch for changing AM to FM, supersensitive round speaker completely shielded high frequency unit. 9¼" h, 16¼" w. 8½" d. RETAIL **$69.95.**

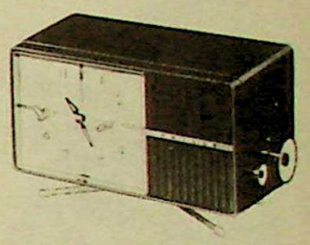
Philco 760
"His-Hers"
Clock Radio
Start the day right with "his-hers" twin-speaker clock radio, plays on either one or both speakers, illuminated clock face and slide rule radio dial, buzzer alarm for the heavy sleeper, lull-away circuit. Ivory or mahogany. 7¼" h, 14½" w, 6" d. RETAIL **$49.95.**

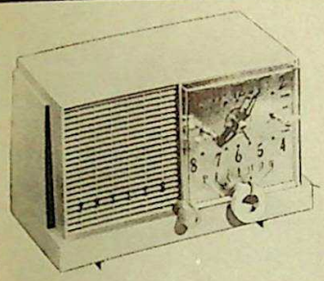




Philco 758
Clock Radio
Complete clock radio luxury, fully automatic timer, buzzer alarm, sleep switch and lullaway circuit, built-in loop aerial, luminous hands, convenient timed appliance outlet, newly developed 10" oval speaker brings new tone. Pastel pink or turquoise. 7½" h, 13¼" w, 6" d. RETAIL **$44.95.**

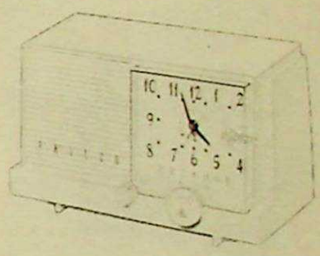
Philco 754
Clock-Radio
An advanced idea to clock radio with a new swivel base, allows you to turn set to best signal and direct sound, illuminated tuning knob and clock hands, automatic timer and buzzer alarm, sleep switch and lullaway circuit. Ivory or gray. 7" h, 11¾" w, 6¾" d. RETAIL **$39.95.**

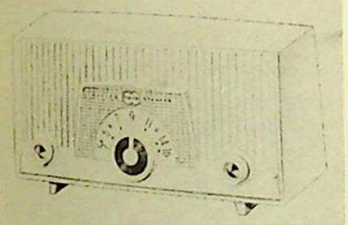




Philco 752
Clock Radio
Modern styling with big, easy-to-see, easy-to-set clock with luminous hands, sleep switch, lullaway circuit and buzzer alarm, full automatic timer and timed appliance outlet, 4 tubes plus rectifier. Ivory, pink or turquoise. 7" h, 11¼" w, 6" d. RETAIL **$34.95.**

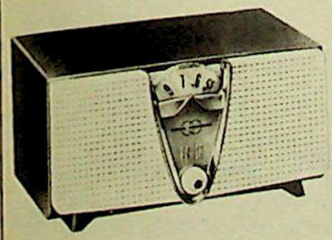
Philco 750
Clock Radio
Value-packed clock radio features a big, bold clock face that can be seen clearly from across the room, 4 tube plus rectifier, automatic switch timer, new indicator flip switch, luminous hands that's easy to see and set. Ivory. 7" h, 11¼" w, 6" d. RETAIL **$27.95.**





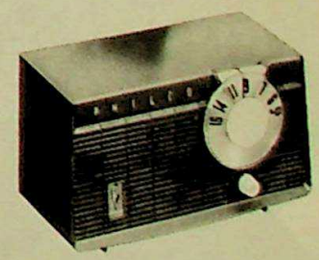
Philco 963
Table Radio
3-gang condenser with tuned RF state to reach out and pull in hard-to-get stations, 5 tubes plus rectifier, 2 super-sensitive matched twin speakers, built-in large loop antenna, super-power chassis, push-pull audio system. Ivory or mahogany. 7¼" h, 14¼" w, 5½" d. RETAIL **$39.95.**

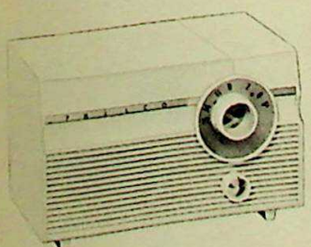
Philco 818
Table Radio
Contemporary styled, acoustically designed wood cabinet, 2 matched 4" x 6" electrodynamic speakers, push-pull sound output circuit, 5 tubes plus rectifier, phono-jack, AC-DC circuit for distant stations, built-in antenna. Mahogany, fruit wood or blond. 8" h, 17" w, 7½" d. RETAIL **$59.95.**



Philco 817
Table Radio
Super-sensitive, matched, twin 4" speakers give fine, rich tone, super-power chassis, printed circuitry, 4 tubes plus rectifier and diffused dial light, built-in loop antenna, push-pull audio system. Turquoise or Mahogany with ivory. 6¼" h, 12½" w, 6¼" d. RETAIL **$34.95.**

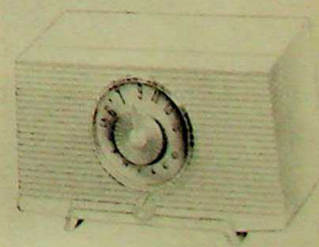
Philco 815
Table Radio
Wonderful second radio for the kitchen or bedroom, super-power chassis combined with greater tube complement for plus power, built-in loop antenna, printed circuitry is deep etched and sealed for long life, soft dial light. Ivory, flame or gray. 6¾" h, 11½" w, 6¼" d. RETAIL **$29.95.**





Philco 813
Table Radio
High sensitivity and selectivity with super-power chassis. 4 tubes plus rectifier, built-in loop antenna, distinctive streamlined cabinet, engineered to gve you superior performance, AC-DC circuit for distant stations. Mahogany, pink or yellow. 6½" h, 10¼" w, 6" d. RETAIL **$24.95.**

Philco 809
Table Radio
New, freshly-styled cabinet that is power packed, value packed, super-power chassis, printed circuitry deep etched and hermetically sealed against moisture, 4 tubes plus rectifier, built-in loop antenna. Mahogany. 6¼" h, 10¼" w, 6" d. RETAIL **$19.95.** In ivory **$21.95.**



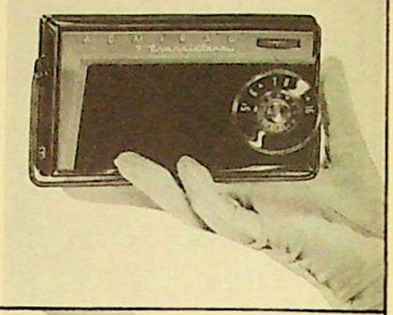
Admiral

No man is good enough to govern another man without the other's consent.

. . . Abraham Lincoln

chic modern styling...

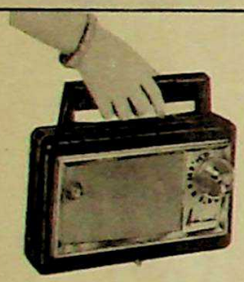
perfect for any decor



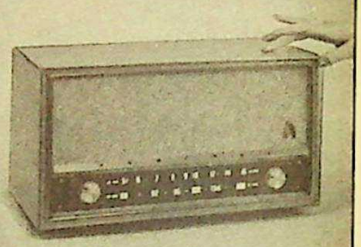
Admiral 7M11
"7-Transistor"
Pocket Radio
It's tiny, trusty, terrific, slips easily into pocket or purse. Printed circuit insures dependable service. Non-breakable plastic case. Gives up to 400 hours of listening pleasure; full AM tuning range with precise tuning. Ebony with Gold trim. RETAIL **$69.95.**

Admiral 537
"8-Transistor"
Portable Radio
"Sound all around" with unsurpassed tone quality. Two dynamic speakers. Bass reflex port plus variable tone control. Accurate vernier tuning control; "printed circuit" chassis; "rotoscope" antenna. Saddle tan. 9" h, 9½" w, 2½" d. RETAIL **$69.95.**

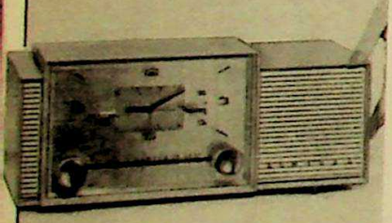
Admiral 528
"6-Transistor"
Portable Radio
Two speakers for "sound all around"; bass reflex port; requires only 2 flashlight batteries to play up to 1200 hours; rotoscope" antenna; "printed circuit" chassis; chrome plated escutcheon; anodized silver grill. Azure Blue. 9" h. 9½" w, 2½" d. RETAIL **$59.95.**



Admiral 515
"Super Deluxe" 3-Way
Portable Radio
Thrilling combination of beauty, style and performance. Scuff proof, washable leatherette cover. Powerful speaker; "printed circuit" chassis; "rotoscope" antenna in non-breakable plastic handle. Red. 9" h, 10½" w, 2½" d. RETAIL **$39.95.** Maroon **$34.95.**

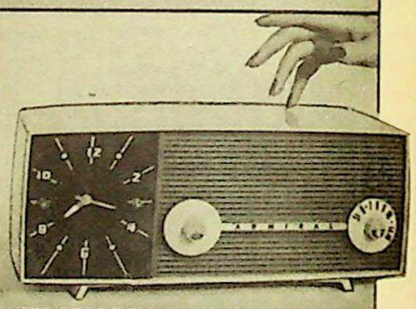


Admiral 303
FM-AM Table Radio
Enjoy static-free FM with its natural tone and hours of uninterrupted music. Powerful long distance superheterodyne AM radio. Powerful Alnico 5 speaker; slide-rule dial for precise, accurate tuning; 7 tubes including rectifier. Blonde Oak. 8½" h, 15¼" w, 8½" d. RETAIL **$79.95.**

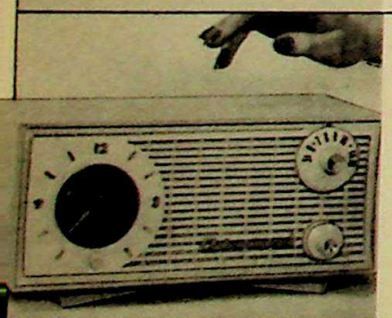


Admiral 296
"Super Deluxe"
Clock Radio

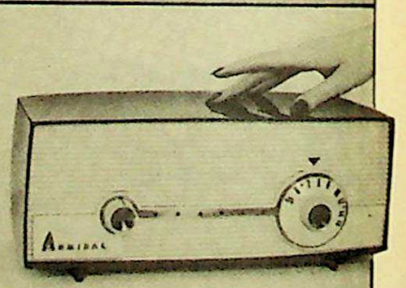
A servantless luxury! Easy to tune slide-rule dial. Lulls you to sleep, turns appliance on and off, wakes you to music. Plug-in phono jack for record player; telechrone clock; sweep second hand; 5 tubes. Gold and White. 5¾" h, 14½" w, 6¼" d. RETAIL **$39.95.**



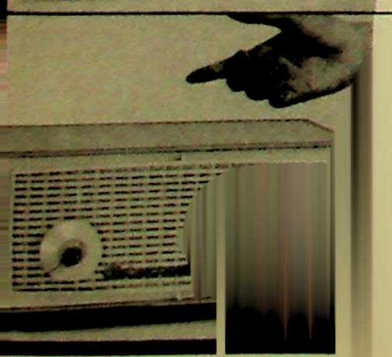
Admiral 284
"Deluxe"
Clock Radio
Perfect combination of pleasure and convenience. Turns radio and appliances on and off, wakes you to music; "reminder alarm" for sound sleepers; telechron clock; full tuning range; built-in antenna; 5 tubes. Powder Pink and White. 5½" h, 13½" w, 5¾" d. RETAIL **$34.95.**



Admiral 264
"Custom"
Clock Radio
Wakes you to music. Has finished cabinet back; easy to read clock dial; "printed circuit" chassis; powerful speaker; built-in antenna; Westclox clock is self-starting and noiseless; 5 tubes. Powder Pink and White. 5" h, 11½" w. 5½" d. RETAIL **$29.95.** Maroon **$26.95.**

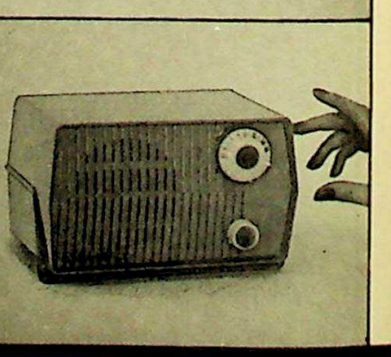


Admiral 275
"Deluxe"
Table Radio
Perfect listening pleasure! Has finished cabinet back; 5-tube superheterodyne power; Alnico 5 speaker; handy plug in jack; illuminated tuning dial has sharp accurate vernier tuning knob control. Red and White. 5½" h, 13½" w, 5¾" d. RETAIL **$29.95.**



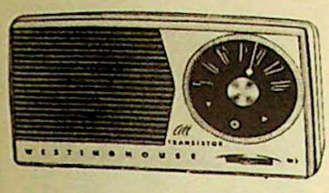
de with finished
be superhetero-
ning range, au-
rol. Extra sensi-
clear strong re-
and White. 5"
RETAIL **$21.95.**

Admiral 4L25
"Economy"
Table Radio
Petite, gay, dependable, value model, has trouble-free "printed circuit" chassis, long distance superheterodyne circuit, spread-band dial for razor sharp selectivity, powerful speaker. Red. 5½" h, 8¾" w, 5½" d. RETAIL **$17.95.** Ebony **$15.95.**

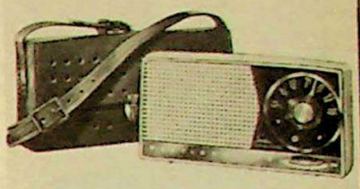


Man's mind stretched by a new idea
never goes back to its original dimensions.
. . . Oliver Wendell Holmes

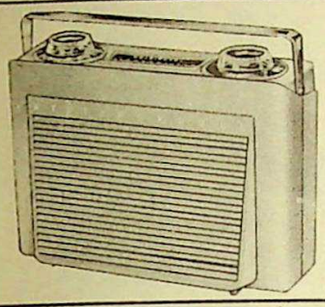
Westinghouse



Westinghouse 611P
"All Transistor"
Portable Radio
Compact, powerful performer. Transistors replace tubes. operate instantly on single 9-volt battery. Unbreakable case, earphone jack, exclusive silver safeguard chassis. Charcoal Gray, Turquoise, or Lemon Yellow. 3" h, 6" w, 1¾" d. RETAIL **$49.95.**

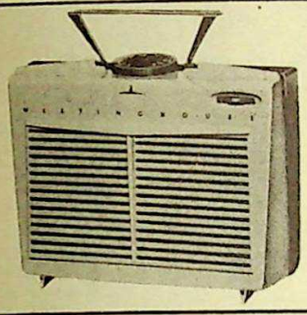


Westinghouse 617P
"Seven Transistor"
Portable Radio
Tucks away in pocket or purse. Unbreakable case, push-pull audio output circuit, single 9-volt battery plays 75 hours. Earphone jack, silver safeguard chassis. Available in Gray and Black, Black and Gray or Red and Black. 3" h, 6" w, 1¾" d. RETAIL **$59.95.**



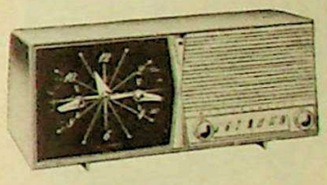
Westinghouse 621P
"Cordless"
Transistor Portable Radio
The ultimate in modern radio design. No power cord, no tubes, new unbreakable case with smart tapering lines. Maximum fidelity speaker provides big set sound performance, six transistor plus diode. Charcoal or White and Yellow. 6¾" h, 9¼" w, 3½" d. RETAIL **$59.95.**

Westinghouse 557P
"Holiday" 3-Way
Portable Radio
"On-the-go" listening pleasure. AC/DC or low cost batteries. Acoustically designed, grille transmits full tone quality, powerful speaker, ferrocore antenna. Light Green and Spruce Green, White and Sand or Gray and Black. 6¾" h, 8¾" w, 3" d. RETAIL **$34.95.**

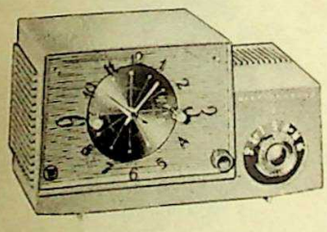


Westinghouse 598P
"Play Pal" 3-Way
Portable Radio

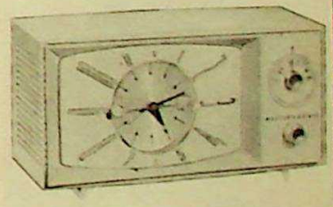
Enjoy it indoors on AC or DC—outdoors on long life batteries. Ferrocore antenna, 4 tubes plus rectifier, Alnico V speaker, two-tone "sweep-back" styling in unbreakable case. Beige and Scarlet or White and Lemon Yellow. 6¾" h, 8¾" w, 3" d. RETAIL **$29.95.**



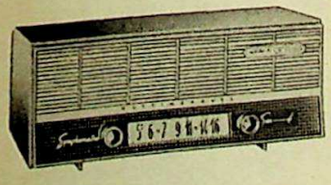
Westinghouse 640T
Custom Clock Radio
In contemporary design—as new as tomorrow. 4" Alnico speaker provides the ultimate in listening pleasure. New "all around" cabinet design, handy appliance outlet, slumber switch, "Wake-up-to-music," buzzer alarm, luminous hands. Mocha and White or Turquoise and White. 6" h, 14½" w, 5½" d. RETAIL **$42.95.**



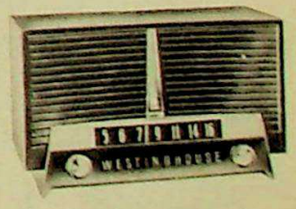
Westinghouse 580T
Deluxe Clock Radio
Beautiful bedside companion that lulls you to sleep, then shuts off automatically. Wakes you to music, delayed buzzer alarm. Handy appliance outlet operates small appliances automatically, 5 tubes plus rectifier. 6" h, 11" w, 5½" d. Mocha RETAIL **$29.95.** Ivory or coral **$34.95.**



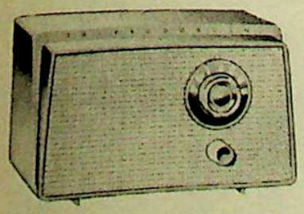
Westinghouse 570T
Budget Beauty Clock Radio
With large, easy-to-read numerals. Wakes you to music automatically, delayed action buzzer alarm. Powerful radio with silver safeguard chassis, 4 tubes and rectifier, silent electric clocks. AC operation only. 6" h, 11½" w, 5" d. Mocha RETAIL **$24.95.** In Ivory or Pink **$27.95.**



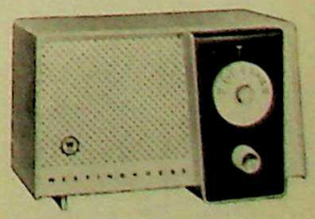
Westinghouse 636T
"Symphonaire"
Table Radio
Tune in long distance far off stations loud and clear. 3-gang condenser provides increased sensitivity, "Wide-Fi" speaker provides the ultimate in listening pleasure. Push-pull on-off switch. Ivory and White, or Coral and White. 6" h, 14" w, 5¾" d. RETAIL **$39.95.**



Westinghouse 435T
Table Radio
With sleek twin speaker, doubles your listening pleasure. Acoustically designed cabinet for room-filling sound. Push-pull on-off switch, set and forget volume control. 5 tubes including rectifier, operates on AC-DC. Ivory, Tan or Green. 7" h, 11¼" w, 6¼" d. RETAIL **$29.95.**



Westinghouse 626T
Table Radio
This smart, thrifty model features silver safeguard chassis for longer service-free life. Push-pull on-off switch, set and forget volume control, 5 tubes including rectifier, AM reception on AC/DC, built-in antenna, "Wide-Fi" speaker, Ivory, Lemon Yellow or Turquoise. 7" h, 10¼" w, 5¼" d. RETAIL **$23.95.**

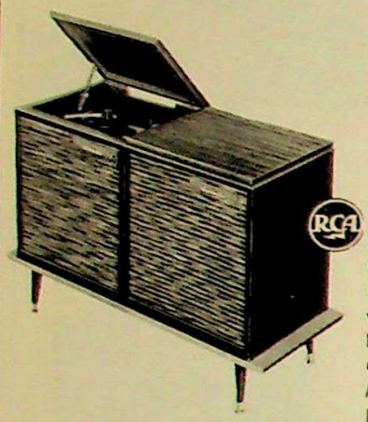


Westinghouse 629T
Table Radio
With famous silver safeguard chassis, 4" magna-power speaker, 4 tubes including rectifier, tuning dial with large clear contrasting numerals for easy station selection. Big-set-like performer. Built-in antenna, AC/DC operation. Ivory, Pink or Green. 5½" h, 9" w, 5¾" d. RETAIL **$17.95.**

RCA VICTOR

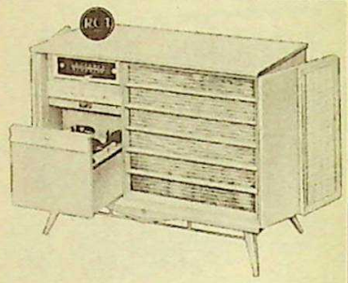
This is the punishment of a liar: he is not believed, even when he speaks the truth.

. . . Babylonian Talmud



RCA Victor HFP
"Medley" New Orthophonic
Modular Hi-Fi Victrola
Functional matching unit opens up a new world of listening pleasure and decorating possibilities. 4-Speed record changer. Stereo imput jack. 3 balanced speakers. 29¾" h. with legs. 23" h. without legs. 20" w. 16" d. Mahog., Oak, Walnut or Ebony. RETAIL **$169.95.**
HFA—Speaker. Same dimensions and finish as above. RETAIL **$69.95.**
STD2—2-Unit Bench. 44½" l. 16½" w. Pale Gold. RETAIL **$17.95.**
HFR — Matching Record Storage Cabinet. 11½" h. 23" w. 16" d. Mahog., Oak, Walnut or Ebony. RETAIL **$26.95.**
STD3—3-Unit Bench. 64½" l. 16½" w. Pale Gold. RETAIL **$24.95.**

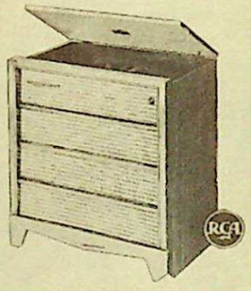
RCA Victor SHF1
"Mark I" Orthophonic
Hi-Fi Victrola and 2 Speakers.
Gracious appearance and superlative tone. AM-FM Tuner. 4-speed "Victrola". Stereotape player. 34½" h. 38" w. 21" d. Mahogany. Speakers 26¾" w. Available in modern style in Walnut or Oak. 36" h. 38" w. 21" d. Speakers 27" w. RETAIL **$2.000.00**



RCA Victor SHF2
"Mark II"
Orthophonic Hi-Fi Victrola
A complete home listening suite. 4-speed record changer. AM-FM Tuner. Input Stereo jack. Master Control Panel and Magic Ray Lighting. Supercharged chassis. Modern: 36¼" h. 47" w. 20" d. Traditional: 34½" h. 46¾" w. 19" d. Mahogany. RETAIL **$795.00.** Maple or Oak. **$825.00.**

RCA Victor SHF3D
"Mark IIID"
Orthophonic Hi-Fi Victrola

A classic, delicately carved French Provincial console with doors. Master Control with 4-position function switch for phono, AM-FM and tape. 36" h. 34¾" w. 18½" d. Cherry. RETAIL **$475.00.**
SHF3—Same without door. Mahog., Maple or Oak. **$395.00**



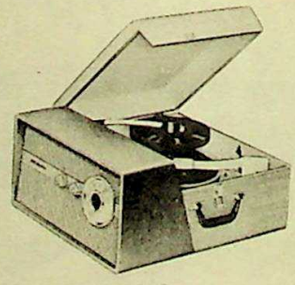
RCA Victor SHF4
"Mark IVD"
Orthophonic Hi-Fi Victrola
This beautifully styled instrument plays every form of musical reproduction. AM-FM tuner. Monaural and stereo input jack. 32" h. 28½" w. 18" d. Mahog. RETAIL **$299.95.** Maple or Oak. RETAIL **$319.95.**
SHF5 — "Mark IV" without door. Mahog. **$229.95.** Maple or Oak. $249.95.

RCA Victor SHF6
"Mark VI"
Orthoponic Hi-Fi Victrola
Long, low styling with fabulous stereo-orthophonic sound. 4-Speed hi-fi record changer. Supercharged chassis. Panoramic speaker system. Stereo input jack. Stereo-phono slide switch. 31¼" h. 29¼" w. 16¼" d. Mahog. RETAIL **$189.95.** Oak, Maple, Wal. **$199.95.**

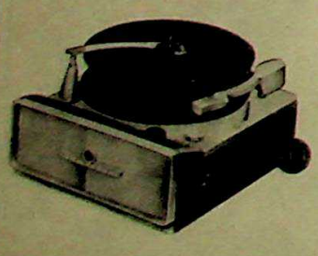
RCA Victor SHF7
"Mark VII"
Orthophonic Hi-Fi Victrola
New beauty in sight and sound. Master Control panel. Supercharged chassis. 4-speed record changer. Stereo input jack. 28½" h. 21" w. 20" d. Mahog. RETAIL **$159.95.** Maple, Oak, Wal. **$169.95.**
SHF8—"Mark IX"—Mahog. **$139.95.** Black Mink, Maple, Oak. **$149.95.**

RCA Victor SHF9
"Mark XI" Orthophonic
Hi-Fi Portable Victrola

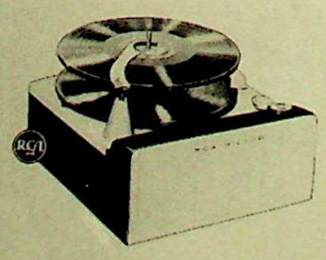
Everyone's favorite musical traveler. Stereo-orthophonic sound through Panoramic sound system with stereo input jack. 4-speed record changer. Brown leather carrying case. 10½" h. 18" w. 18¾" d. RETAIL **$129.95.**
8HF45P — "Mark XII" 45 RPM. **$69.95.**



RCA Victor 9US5H
Deluxe Radio
"Victrola" Combination
Here's all your musical entertainment in one compact, portable instrument. Automatic 4-speed "Victrola." "Golden Throat" tone. Luggage-type case. Featherweight tone arm. Twin-point stylus. Advanced styling. 8½" h, 14½" w, 18¼" d. Colors: 2-tone Green, Tan and White. RETAIL **$99.95.**



RCA Victor 9ES5
Auto. 4-Speed
Table Model Victrola
Luxurious sound with rich "Golden Throat" Tone. 5½" h. 13½" w. 15¼" d. Two-tone Green. Gray & White. RETAIL **$69.95.**
9ED2 — Automatic 2-Speed. Sandal wood and Terra Cotta, Turquoise and White. **$49.95.**
9ED1—Automatic 45 and manual for 33⅓ rpm. **$44.95.**



RCA Victor 9JS1
4-Speed "Victrola" Attachment

Enjoy all your records. Plug this 4-speed attachment into any TV or radio having a phono-jack. Handsome small cabinet stores anywhere. 5½" h. 13½" w. 15¼" d. Two-tone Gray. RETAIL **$49.95.**
9JD1 — 2 Speed "Victrola" Attachment. 45 and 33⅓ rpm. records. Black and White. **$32.95.**

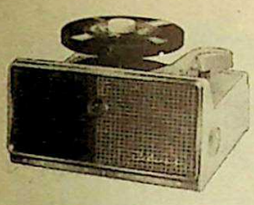
Unless the job means more than the pay it will never pay more.

. . . H. Bertram Lewis

RCA VICTOR

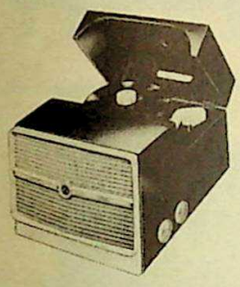
RCA Victor 9ED32
Deluxe Portable
2-Speed Victrola
Compact portable plays 45 and 33⅓ rpm. Featherweight tone arm. Supersensitive dynamic speaker. "Golden Throat" Tone System. 2 Fingertip speed controls. 8" h. 14" w. 18" d. Aqua and Gray, Green and Gray simulated leather case. RETAIL **$54.95.**

RCA Victor 9ED31
Deluxe Portable
2-Speed Victrola
"Golden Throat" Tone and simulated leather case are just two of many style and performance features. 2 most popular speeds 45 and 33⅓ rpm. One operating control. 8" h. 14½" w. 13" d. Luggage-style case in two-tone Blue or Tan and Brown. RETAIL **$49.95.**



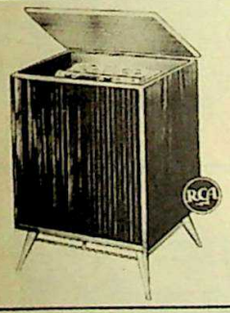
RCA Victor 7EY2
Deluxe 45 "Victrola"
Dependable performance, beauty within your budget. Load up to 14 records on the spindle, plays automatically for two hours. 7¼" h. 11½" w. 11" d. 2-tone Green. 2-Tone Gray. RETAIL **$36.95.**
7EY1 — Automatic 45" Victrola". White & Red, Gray & Coral, Black & Gray. **$32.95.**

RCA Victor 8EY31
Portable 45 "Victrola"
This compact music maker is tops for easy-going entertainment and its low price makes this a fabulous buy. Trouble-free record changer works automatically. "Golden Throat" tone system. 7½" h. 12" w. 10¾" d. Rust & White, Green & White simulated leather case. RETAIL **$39.95.**



RCA Victor 8EY4
Deluxe Automatic 45 "Victrola"
World's easiest-to-operate record changer. Compact, trim lines make it fit anywhere. "Golden Throat" tone system. Lightweight tone arm. Loads up to 14 records. World's most trouble-free changer. 8½" h. 11½" w. 13¼" d. Maroon and Buff. Black and Gray. RETAIL **$49.95.**

RCA Victor 9EMP21
4-Speed Portable "Victrola"
Exclusive "TurreTop" metal cabinet with vinyl-plastic bonded covering. Low-priced portable plays all 4 record speeds. "Golden Throat" tone for superb record listening. Supersensitive speaker. Featherweight tone arm. 5½" h. 12½" w. 10¾" d. Gray. Tan. Green. RETAIL **$29.95.**

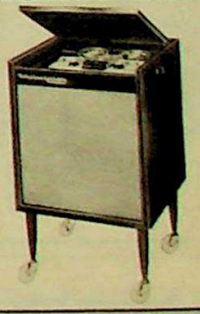


RCA Victor STR2
Recorder-"Victrola"
Stereotape Player
A functional home tape recorder that enhances any decor. Simplified push-button operation for play, faster-rewind, fast-forward, record, stop. Recording signal indicators. 34½" h, 29" w, 19½" d. Mahog, Maple, Oak or Walnut. RETAIL **$595.00.**

RCA Victor STR6
Recorder-"Victrola"
Stereotape Player
The capacity to reproduce Stereo Orthophonic sound is just one of the many accomplishments of this stereotape player. Conventional tape recorder. 28½" h, 21" w, 20" d. Mahog. Oak. Maple. Black Mint. Walnut. RETAIL **$350.00.**
SS6—Matching speaker. **$85.00.**

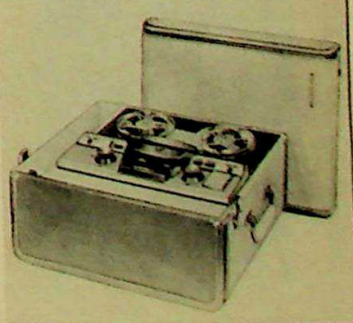
RCA Victor STR8
Recorder-"Victrola" Stereotape Portable Player
Hear Stereo-orthophonic sound as well as enjoy making your own home tape recordings. Recording signal indicators and counter. 10½" h, 17¾" w, 15½" d. Gray with Brown grille. RETAIL **$295.00.**
SS8—Companion speaker—Same as above. **$50.00.**

RCA Victor 7TRC1
"Legislator"
Orthophonic Hi-Fi Consolette
Fashionable smart tape recorder on wheels—ready to record or play at the mere push of a button. Push-button operation. Voice-music switch. Panoramic speaker. Microphone with 7 ft. cable. 34¾" h, 22" w, 17" d. Mahog. RETAIL **$279.95.** Oak **$289.95.**



RCA Victor 8TR2
"Senator"
Portable Tape Recorder
Simply push a button and record anything worthwhile, every sound you consider significant. Hear also music on pre-recorded tapes. 9¼" h, 18" w, 14¾" d. Charcoal or Tan and Brown. RETAIL **$179.95.**
8TR3 — "Diplomat" — Orthophonic Hi-Fi in Gray or Green. **$219.95.**

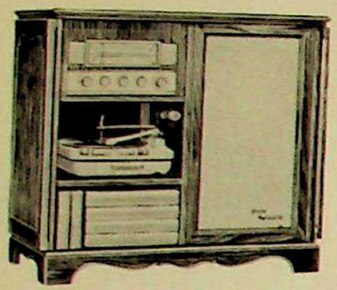
RCA Victor 7TR3
"Judicial"
Hi-Fi Portable Tape Recorder
New Orthophonic Hi-Fidelity. You record anything that strikes your fancy. Push-button operation. Panoramic speaker system. 9¼" h, 18" w, 14½" d. Gray simulated leather case. RETAIL **$199.95.**
7TR2—"Congressional"—Same without hi-fi in Tan case. **$159.95.**



ZENITH

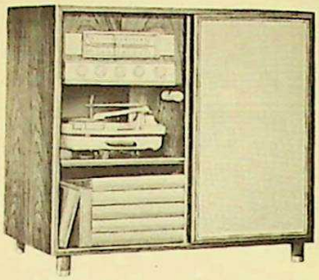
"Be yourself!" is about the worst advice you can give to some people.

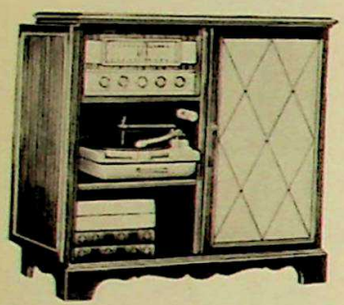
. . . John Masefield



Zenith HF1290
"Brahms" High Fidelity
FM-AM Radio-Phonograph
Two angled tweeters for wide sound dispersion, 7½" mid-range driver, 12" woofer, fully variable speed regulator, high fidelity cobra tone arm, four high fidelity cross over speakers, separate bass and treble controls. 36¼" h, 38" w, 20¼" d. Mahogany, Cherry. RETAIL **$625.00.**

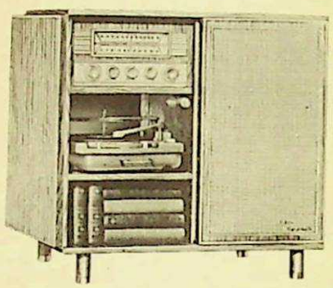
Zenith HF1292
"Sonata" High Fidelity
FM-AM Radio-Phonograph
Custom Cobra Matic record changer, fully variable speed regulator, 2 angled tweeters for wide sound dispersion, 12" woofer, 7½" mid-range driver, four high fidelity speakers with cross over network, bass and treble controls. 36" h, 36¼" w, 19½" d. Walnut, Blonde. RETAIL **$600.00.**

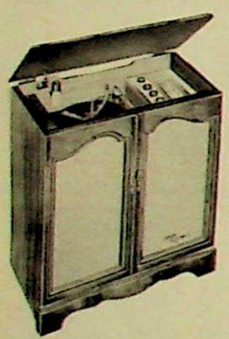




Zenith HF1286
"Beethoven" High Fidelity
FM-AM Radio-Phonograph
Beautiful traditional cabinet styling with attractive detailed doors. Powerful push-pull hi-fi amplifier with pre-amp. Built-in Stroboscope speedometer, four high fidelity speakers with cross-over network. 36¼" h, 35¾" w, 18¼" d. Mahogany Finish. RETAIL **$475.00.**

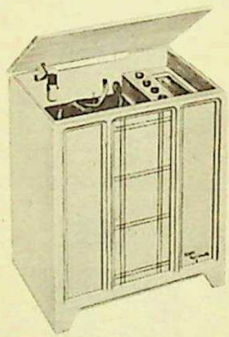
Zenith HF1284
"Rhapsody" High Fidelity
FM-AM Radio-Phonograph
Four high fidelity speakers with cross-over network, two giant 12" woofers with Alnico 5 magnet project low and middle range tones full and true, 2 extra sensitive tweeter speakers. 35" h, 34¼" w, 17½" d. Walnut or Blond. RETAIL **$425.00.** Gray, Tan or black color. **$450.00.**





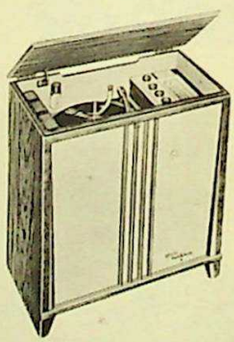
Zenith HF1185
"Prelude" High Fidelity
FM-AM Radio-Phonograph
Rich traditional styling adds charm to any period decor. 4-speed record changer, automatic intermix and shut off. Automatic frequency control. Built in AM-FM antennas, push-pull high fidelity amplifier with 11 watts power output. 33¼" h, 29½" w, 18¼" d. Mahogany, Maple. RETAIL **$350.00.**

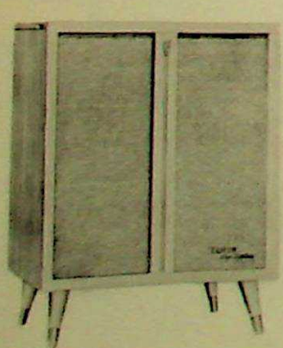
Zenith HF1183
"Ravel" High Fidelity
FM-AM Radio Combination
New Cobra-Matic 4 speed record changer automatically plays 33⅓, 45, 78 rpm records and the new 16⅔ rpm talking book speed records. Push-pull high fidelity amplifier with 11 watts power output. Two 12" woofers. 33¾" h, 28¼" w, 17½" d. Mahogany RETAIL **$299.95.** Blond **$309.95.**



Zenith HF1178
"Fantasy"' High Fidelity
FM-AM Radio Combination
Attractive modern design cabinet. Cobra-Matic 4 speed record changer. Push-pull hi-fi amplifier. Automatic intermix and changer shut-off. Automatic volume control, two 12" woofers, 2 extra sensitive tweeter speakers. 34¼" h, 32¼" w, 17½" d. Mahogany Finish. RETAIL **$325.00.**

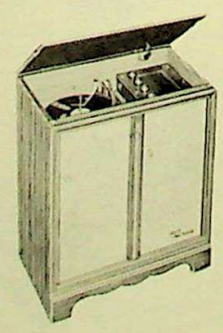
Zenith HF774
"Chopin" High Fidelity
AM Radio Combination
Tuning control selects AM radio stations, 4 position record compensator control for 78 rpm, LP, RIAA and foreign recordings. Two giant size 12" woofers, two extra sensitive tweeters project clear tones. 33¾" h, 28¼" w, 17½" d. Mahogany. RETAIL **$249.95.** Blond. **$259.95.**





Zenith HF21
"Deluxe Danube" High Fidelity
Console Phonograph
Zenith matched, balanced components give true, faithful high fidelity sound reproduction. New Cobra-Matic 4 speed record changer, automatic intermix, automatic shut-off, two giant-size 12" woofers and two tweeter speakers. 34" h, 26" w, 17½" d. Blonde. RETAIL **$229.95.**

Zenith HF20
"Deluxe Mozart" High Fidelity
Console Phonograph
Cobra-Matic 4-speed record changer with Cobra Tone Arm. Automatic intermix and shut-off. Push-pull hi-fi amplifier, 4 hi-fi speakers, 4 position record compensator control. Two 12" woofers, 2 extra sensitive tweeter speakers. 34" h, 26" w, 17½" d. Mahogany. RETAIL **$219.95.**

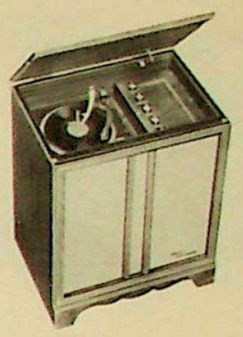


There is no man living who isn't capable of doing more than he thinks he can do.

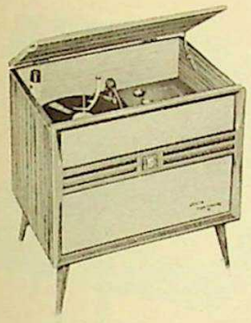
. . . Henry Ford

ZENITH

Zenith HF23
"Danube" High Fidelity
Console Phonograph
New Cobra-Matic 4-speed record changer automatically plays 33⅓, 45, 78 rpm records and the new 16⅔ rpm talking book speed records. Automatic intermix and automatic shut-off. Two 12" woofers with 2 extra sensitive tweeter speakers. 34¾" h, 26" w, 17½" d. Blonde. RETAIL **$209.95.**



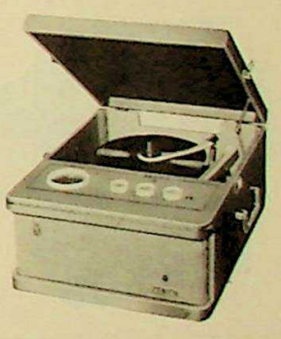
Zenith HF22
"Mozart" High Fidelity
Console Phonograph
Four-Position record compensator control, presence control, separate bass and treble controls, powerful push-pull high fidelity amplifier, two giant size 12" woofers and 2 tweeter speakers project high tones, brilliant and pure. 34" h, 26" w, 17¾" d. Mahogany. RETAIL **$199.95.**



Zenith HF17
"Strauss" High Fidelity
Consolette Phonograph
Three high fidelity speakers with cross over network. One 12" woofer, 2 extra sensitive tweeters project high tones, brilliant and pure. Automatic intermix and shut-off, 4-speed record hanger. 30" h, 26¼" w, 16½" d. Mahogany. RETAIL **$179.95.** Blond or Cherry. **$189.95.**

Zenith HF16
"Debussey" High Fidelity
Table Model Phonograph
High Fidelity Amplifier has 3.5 watts of undistorted power output. One large 7" woofer and two extra sensitive tweeters. Cobra-Matic 4-speed record changer, automatic intermix and automatic shut-off. 11½" h, 19½" w, 18¼" d. Mahogany. RETAIL **$149.95.** Blond. **$159.95.**

Zenith HF11
"Schubert" High Fidelity
Portable AC Phonograph
Smart wood cabinet covered with scuff and water resistant Durastron. Cobra-Matic 4 speed record changer. One 7½" woofer and 2 extra sensitive tweeters. 9¼" h, 16" w, 19¼" d. French Walnut or Two-Tone Green. RETAIL **$109.95.**
HF10 "Grieg" Gray **$99.95.**



Zenith A555
"Serenade"
Portable AC Radio-Phonograph
Smartly styled like fine luggage with scuff and water resistant Duraston covering. Built-in wave-magnet antenna, plays 4 speeds, dual needle cartridge, automatic record intermix. Standard broadcast coverage from 540 kcs-1600 kcs. 9¼" h, 16" w, 21" d. French Walnut. RETAIL **$99.95.**

Zenith AP9
"Nocturne" Portable
4-Speed AC Phonograph
Two front firing speakers, plays 4 speeds, automatic record changer, automatic shut-off, automatic intermix, separate volume and tone controls, dual needle cartridge, lightweight tone arm, lock clip tone arm rest. 8½" h, 17½" w, 16½" d. Two-Tone Blue. RETAIL **$79.95.**

Zenith AP8
"Band Box" Portable
4-Speed AC Phonograph
Two front firing speakers, plays 4 speeds of records, automatic record changer and automatic shut-off. Dual needle cartridge, lightweight tone arm, separate volume and tone controls, lock clip tone arm rest. Automatic intermix. 8¼" h, 14½" w, 17½" d. Two-Tone Brown. RETAIL **$64.95.**

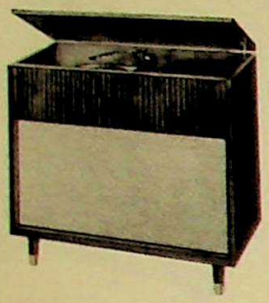
Zenith AP7
"Pied Piper" Portable
4-Speed AC Phonograph
Two front firing speakers, four speeds, twist action 45 and 16⅔ RPM spindle built right into turntable. Separate volume and tone controls, tone arm rest, dual needle cartridge with sapphire tips, lightweight tone arm floats in record grooves. 7½" h, 14" w, 14½" d. Two-Tone Green. RETAIL **$39.95.**

Zenith AP6
"Music Maker" Portable
4-Speed AC Phonograph
Plays four speeds of records, twist action 45 and 16⅔ RPM spindle built right into turntable. Dual needle cartridge, separate volume and tone controls, lock clip tone arm rest holds tone arm in place. 7¼" h, 12¼" w, 10" d. Two-Tone Blue-Gray, Brown-Tan, Red-White. RETAIL **$29.95.**

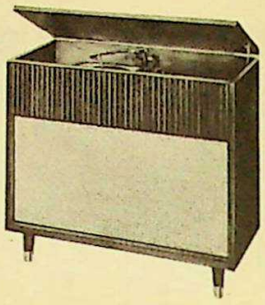
Also available Zenith Remote Speaker Unit (#RS2000) with 12" woofer and 5¼" tweeter (Mahogany) $49.95 (Blonde) $59.95

WEBCOR

You may be on top of the heap—
but remember you're still part of it.
. . . Frances Rodman



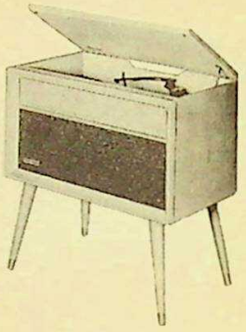
Webcor 1893
"Ravinia Coronet"
High Fidelity Radio-Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, balanced turntable, high fidelity AM-FM tuner, three separate magnet speakers, magic-touch remote control. Mahogany. 29¾" h, 32½" w, 16" d. RETAIL **$339.95.** Lime oak or cherry **$349.95.**



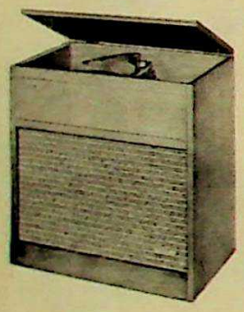
Webcor 1859
"Ravinia" Console
High Fidelity Fonograf
"Magic Mind" automatic disk-changer, automatic shut-off. 4 speed motor, balanced turntable, 18 watt peak power amplifier output, three separate magnet speakers, remote control. Mahogany. 29¼". h, 32½" w, 16" d. RETAIL **$239.95.** Lime oak or cherry **$249.95.**

Webcor 1895
"Overture"
High Fidelity Radio-Fonograf

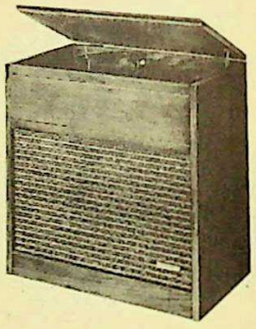
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, balanced rubber mat turntable, 8 watt peak power output, three separate magnet speakers, remote control. Mahogany. 29¾" h, 27¼" w, 16½" d. RETAIL **$289.95.** Limed oak or cherry **$299.95.**



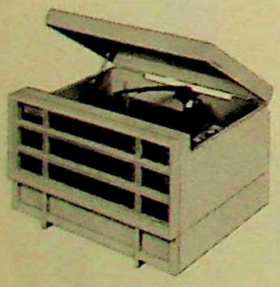
Webcor 1865
"Overture"
High Fidelity Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, balanced turntable, automatic shut-off, 8 watt peak power amplifier, remote control, input-output receptacles, three separate magnet speakers. Mahogany. 29¾" h, 27¼" w. 16½" d. RETAIL **$189.95.** Lime oak or cherry **$199.95.**



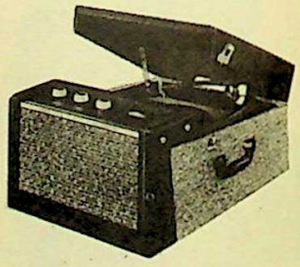
Webcor 1894
"Prelude"
High Fidelity Radio-Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, powerful wide range amplifier, radio-fono selector switch, sensitive superheterodyne AM printed circuit radio, Mahogany. 28" h, 25½" w, 15¾" d. RETAIL **$189.95.** Lime oak or cherry **$199.95.**



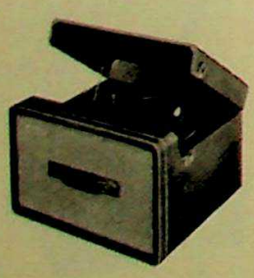
Webcor 1864
"Prelude"
High Fidelity Fonograf
"Magic Mind" automatic disk-changer. 4 speed motor, automatic shut-off, powerful wide range amplifier, balanced turntable, wide range ceramic cartridge, three separate magnet speakers. Mahogany. 28" h, 25½" w, 15¾" d. RETAIL **$169.95.** Lime oak or cherry **$179.95.**



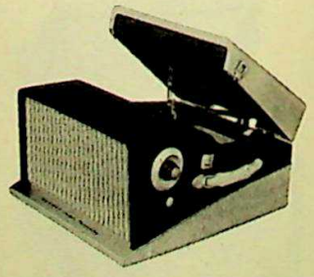
Webcor 1855
"Musicale" Table Model
High Fidelity Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, ceramic wide range cartridge, powerful wide range amplifier, to tape recorder output receptacle, balanced turntable, mahogany. 13¼" h, 21" w, 17½" d. RETAIL **$149.95.** Limed oak or cherry **$154.95.**



Webcor 1891
"Holiday"
High Fidelity Radio-Fonograf
Portable radio-fonograf with "magic mind" automatic disk-changer, 4 speed motor, automatic shut-off, balanced turntable separate volume and tone controls, radio-fonograf switch, 6" magnetic speaker. Ebony and grey. 10" h, 16¾" w, 20½" d. RETAIL **$109.95.**



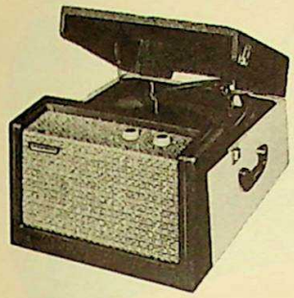
Webcor 1863
"Holiday Imperial"
Portable Hi-Fi Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, balanced, rubber mat turntable, 4 watts peak power output, wide range cartridge with twin sapphire stylii, three speakers, tape recorder output. 12" h, 18¾" w, 17½" d. RETAIL **$129.95.**



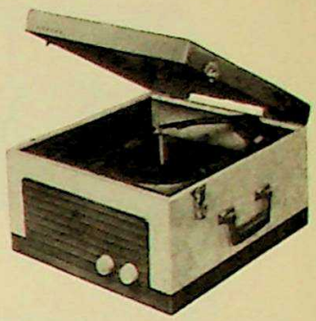
Webcor 1854
"Holiday Coronet"
Portable Hi-Fi Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, balanced turntable, powerful wide range amplifier, wide range ceramic cartridge with sapphire stylii, two speakers, 4 watt peak power output. 10¼" h, 15½" w, 20¾" d. RETAIL **$109.95.**

Some people are so afraid to die
that they never begin to live.
. . . Henry Van Dyke

WEBCOR

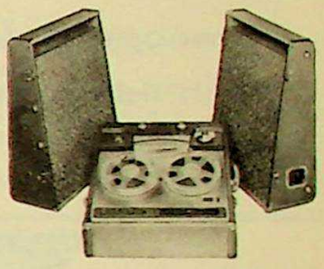


Webcor 1853
"Holiday"
High Fidelity Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, automatic shut-off, separate volume and tone controls, balanced turntable, powerful wide range amplifier, wide range ceramic cartridge with sapphire stylii, 6" speaker. 10" h, 16¾" w, 20½" d. RETAIL **$89.50.**



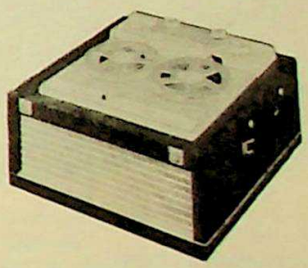
Webcor 1852
"Festival"
Portable Fonograf
"Magic Mind" automatic disk-changer, 4 speed motor, balanced turntable, volume and on-off tone controls, wide range amplifier, wide range flipover cartridge with sapphire stylii, tone arm locks on tone arm rest. 9" h, 14½" w, 16¾" d. RETAIL **$64.50.**

Webcor 1812
"Melody"
Portable Manual Fonograf
4 speed motor, three record sizes, powerful motor, balanced turntable, powerful amplifier, wide range, turnover type cartridge, twin stylii, separate volume and tone controls, sturdy carrying case. 5¼" h, 12" w, 10¼" d. RETAIL **$29.95.**

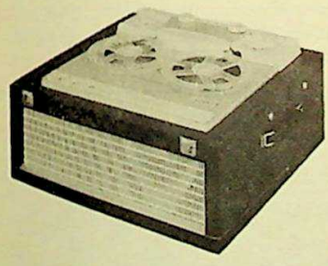


Webcor 2897
"Imperial Stereo" High Fidelity
Tape Recorder-Radio
Monaurel record and playback, stereofonic playback, "no reel turnover" feature, 8 watts peak power amplifier, wide-range microphone, two recording heads. 9¼" h, 16¾" w, 20" d. RETAIL **$359.95.**
2827—Imperial Stereo without radio **$319.95.**

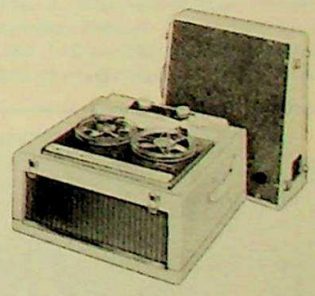
Webcor 2822
"Royal Coronet"
Stereofonic Tape Recorder
Monaural record and playback, stereofonic playback, "no reel turnover" feature, wide range microphone, two recording heads, 8 watts peak power amplifier, two 4-pole motors, automatic shut-off, monitor control. 11" h, 19" w, 19" d. RETAIL **$289.95.**



Webcor 2892
"Royal Coronet" High Fidelity
Tape Recorder-Radio
"No reel turnover" feature, records and plays back up to 3 hours without reel turnover, 8 watts peak power amplifier, three wide-range speakers, wide-range microphone, two recording heads, two 4-pole motors, automatic shut-off, 11" h, 19" w, 19" d. RETAIL **$289.95.**



Webcor 2812
"Royal Coronet"
High Fidelity Tape Recorder
"No reel turnover" feature, records and plays back up to 3 hours without bothersome reel turnover, wide range microphone, two recording heads, 8 watts peak power amplifier. three wide-range speakers, two 4-pole motors. 11" h, 19" w, 19" d. RETAIL **$249.95.**



Webcor 2821
"Royal"
Stereofonic Tape Recorder
Monaural record and playback, stereofonic playback, "no reel turnover" feature, stereofonic tapes play back in one direction only, 5 watts peak power amplifier, two wide-range speakers, two recording heads. 10" h, 17¾" w, 16¾" d. RETAIL **$239.95.**

Webcor 2891
"Royal" High Fidelity
Tape Recorder with Radio

"No reel turnover" feature, records and plays back up to 3 hours, 5 watts peak power amplifier, two wide-range speakers, two recording heads, radio on-off switch, radio may be used independent of recorder. 10" h, 17¾" w, 16¾" d. RETAIL **$239.95.**

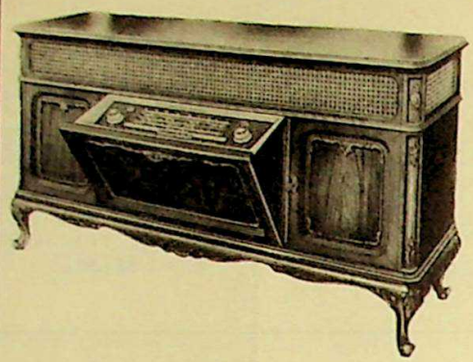
Webcor 2811
"Royal"
High Fidelity Tape Recorder
"No reel turnover" feature, records and plays back up to 3 hours, 5 watts peak power amplifier, two wide-range speakers, wide range microphone, two recording heads, two 4-Pole motors, automatic shut-off, input, external amplifier. 10" h, 17¾" w, 16¾" d. RETAIL **$199.95.**

GRUNDIG *Majestic*

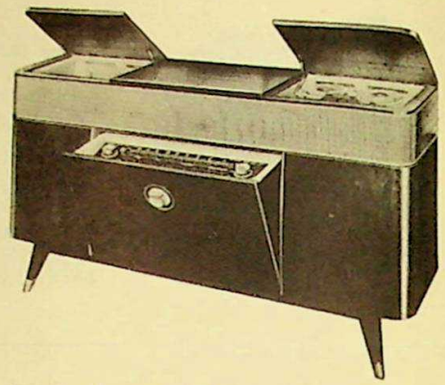
A man should keep his friendship in constant repair.

. . . Samuel Johnson

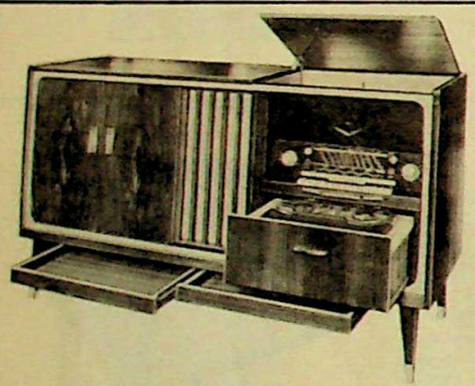
for the newest, most advanced features in high fidelity sound!



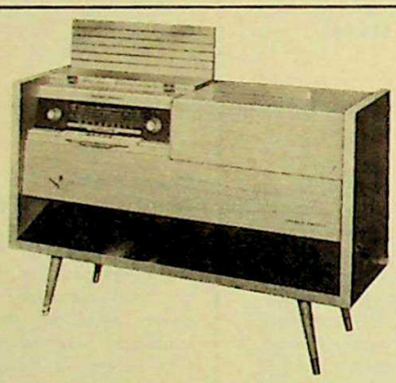
Grundig-Majestic 9079
"Balalaika" AM-FM Short Wave
Phone-Tape Recorder
Superb in design and tone. 12 tubes, 12 watt output, 5 speakers. Multisonic tone controls. 4 speed automatic, intermix record changer with magnetic cartridge. AM-FM Short Wave. 2-speed tape recorder, 50/60 cps. 62 x 35 x 20". Walnut. RETAIL **$1,495.00.**



Grundig-Majestic 9078
"Scherzo" AM-FM Short Wave
Phone-Tape Recorder
Smooth, modern design. Multisonic tone controls. Mystic Maestro, remote control. AM-FM Short Wave, 4-speed Automatic, intermix record changer. 2-speed tape recorder, 50/60 cps. 58½ x 32½ x 15". Dk. Walnut. RETAIL **$995.00.** Light Walnut. **$1015.00.**

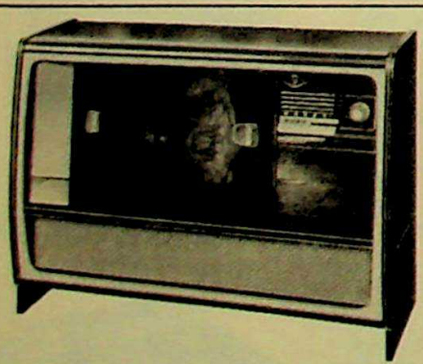


Grundig-Majestic TV858
"Arabesque" AM-FM Short Wave
Phono-T.V. Combination
Sturdy, contemporary cabinet with sliding panel door. Mystic Maestro remote control. AM-FM Short Wave radio. 4-speed Automatic record changer. 2-speed tape recorder. TV receiver. 60½ x 35½ x 25". Dk. Walnut. RETAIL **$1795.00.** Light Walnut. **$1815.00.**

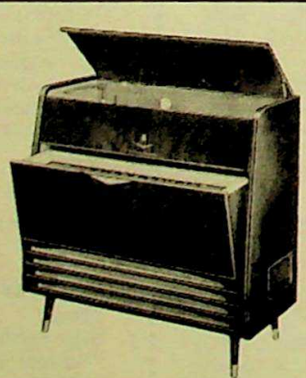


Grundig-Majestic 8095
"Encore" AM-FM Short Wave
with Phonograph
Beautifully made and engineered for maximum performance. Multisonic tone controls. Eagle-Eye tuning. Mystic Maestro remote control. 4-Speed Automatic intermix record changer. Connecting jacks. 49 x 31 x 15¼". Light or Dark Ash. RETAIL **$499.95.**

Grundig-Majestic 8058
"Rondo" AM-FM Short Wave
with Phonograph
Designed to compliment any room decor. 5 Button tone control key board. Eagle-Eye tuning. AM-FM Short Wave radio. Pre-amplifier. 4-Speed Automatic intermix record changer. Connecting jacks. 29 x 34 x 17". Dk. Walnut. RETAIL. **$469.95.** Light Walnut. **$489.95.**



Grundig-Majestic 7068
"Amoroso" AM-FM Short Wave
with Phonograph
Attractive outstanding designed cabinet Multisonic tone controls. Illuminated indicator. AM-FM Short Wave radio. 4-speed Automatic record changer. Connecting jack. 41 x 33 x 17". Dk. Walnut. RETAIL **$469.95.** Light Walnut. **$489.95.**



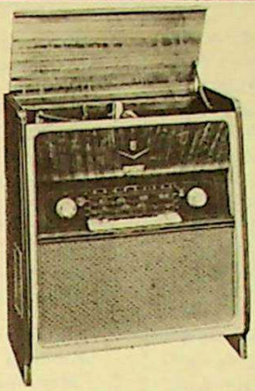
Grundig-Majestic 7028
"Cadenza" AM-FM Short Wave
with Phonograph
Handsome cabinet styling. 5 button tone control keyboard. Eagle-Eye tuning. Pre-amplifier. AM-FM Short Wave. 4-speed automatic intermix record changer. Connecting Jack. 31 x 33 x 16". Dk. Walnut. RETAIL **$399.95.** Light Walnut. **$419.95.**

Grundig-Majestic 7025
"Sonata" AM-FM Short Wave
with Phonograph
Contemporary styled cabinet. 9 tube, 10 watt output, 5 speakers. Multisonic tone controls with Eagle-Eye tuning. AM-FM Short Wave radio. Automatic 4-speed intermix record changer. Connecting jack. 43 x 30 x 15". Light ash. RETAIL **$379.95.**

Genius is one per cent inspiration
and ninety-nine per cent perspiration.
. . . Thomas A. Edison

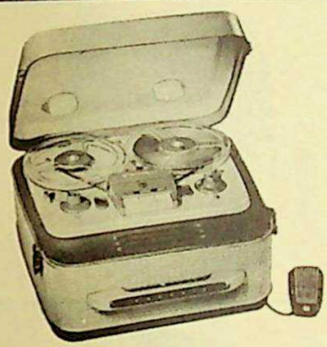
GRUNDIG *Majestic*

Grundig-Majestic 7015
"Debutante" AM-FM Short Wave
with Phonograph
Very smartly designed. 7 tubes, 8 watt output, 3 speakers, 2 button tone control key board. Separate bass and treble control. Automatic 4-speed record changer. AM-FM Short Wave radio. Connecting jack. 39½ x 30 x 15". Ash. RETAIL **$319.95.**



Grundig-Majestic 7005
"Allegro" AM-FM Short Wave
with Phonograph
Distinctive design to enhance any decor. AM-FM Short Wave Radio with Automatic 4-speed intermix record changer with ceramic cartridge. 2 button tone control keyboard. 25½ x 31 x 16". Dk. Walnut. RETAIL **$309.95.** Light Walnut **$329.95.**

Grundig-Majestic 7000
"Adagio" AM-FM Short Wave
with Phonograph
Styled to compliment either the modern or traditional decor. 2 button tone control key board. Automatic 4-speed record changer. Connecting jack. 25½ x 30 x 15". Dark Walnut. RETAIL **$289.95.** Light Walnut. **$309.95.**



Grundig-Majestic TK8
Portable Tape Recorder
A tape recorder that can be taken wherever you go. A perfect recorder for the whole family. 2 tape speed, 3¾ and 7½ IPS. 3 wide range PM speakers. Dual track winds in either direction. Heavy duty synchronous Hysteresis motor. Precision tape counter. 16 x 17 x 8". RETAIL **$319.95.**

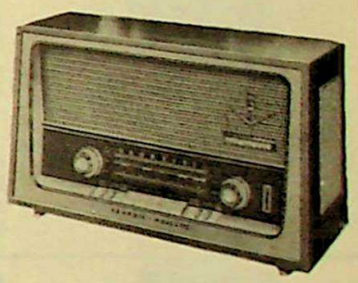
GRUNDIG
Majestic

delivers the best

in high fidelity

FM reception

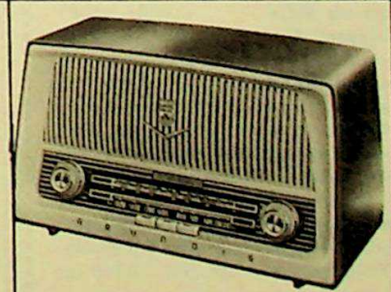
Grundig-Majestic 3028
"Chaconne"
AM-FM Short Wave Radio
Elegant styling that adds charm to any home. 7 tubes, 8 watt output, 4 speakers. Multisonic tone control system. Eagle-tye tuning. Connecting jack. AC. Illuminated indicator. 24 x 13 x 9". Dk. Walnut. RETAIL **$219.95.** Light Walnut. **$229.95.**



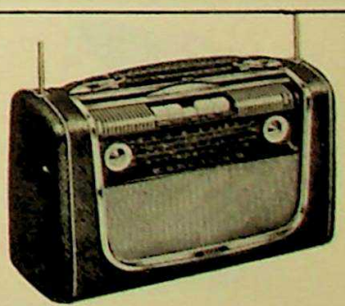
Grundig-Majestic 2077
"Dimolto"
AM-FM Short Wave Radio
Functional design with outstanding performance. 3 button tone control key board with Multisonic tone controls and illuminated indicator. Eagle-Eye tuning. 3 speakers. 21 x 13¼ x 9". Dark Ash. RETAIL **$169.95.** Light Ash. **$179.95.**

Grundig-Majestic 2068
"Tarantella"
AM-FM Short Wave Radio
Handsomely designed cabinet that goes well in any room. Multisonic tone controls with illuminated indicator. Eagle-Eye tuning. Connecting jacks for phono or external speaker. 21½ x 13¼ x 7¾. Dk. Walnut. RETAIL **$149.95.** Light Walnut. **$159.95.**

Grundig-Majestic 1088
"Tremolo"
AM-FM Short Wave Radio
Smartly designed cabinet you'll be proud to show. 7 tubes, 5 watt output, 3 loudspeakers. 3 button tone control key board. Multisonic tone controls, illuminated indicator. 18 x 12½ x 8½". Dark Walnut. RETAIL **$139.95.** Light Walnut. **$149.95.**



Grundig-Majestic 87U
"Medley"
AM-FM Radio
Ideal set for any room. Small, yet powerful. 6 tubes, 4 watt output, one permanent dynamic speaker. 3 push button tone control key board with illuminated indicator. Separate treble control. Durable plastic cabinet 13¼ x 8 x 6". RETAIL **$79.95.**



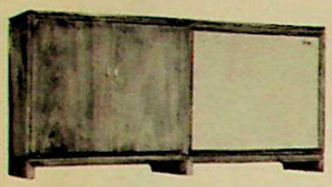
Grundig-Majestic
"Trans-World Ambassador"
AM-FM Short Wave Portable
FM, AM or short wave reception in any location. Received Coast Guard and weather reorts on new Marine Band. A.C. & Battery operation. Rechargeable batteries. Telescoping antenna. Elkskin synthetic leather finish in Green or Beige. RETAIL **$159.95.**

Motorola

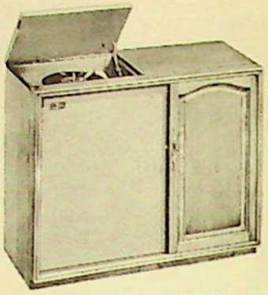
Advice is seldom welcome.

Those who need it most, like it least.

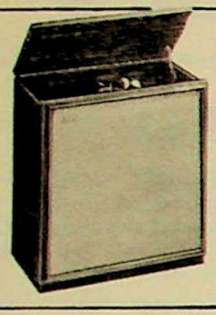
. . . Samuel Johnson



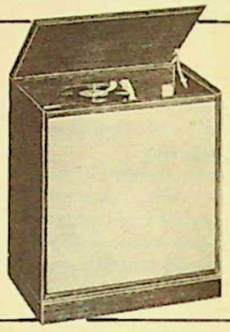
Motorola 15KT25
"Imperial Masterpiece"
Hi-Fi Twin Console Radio-Phono.
One cabinet houses 15" woofer, two mid-range horns, one tweeter along with Presense and Brilliance controls. Other cabinet contains 4-speed automatic changer, 50 watt amplifier. Each cabinet—36" w, 34¾" h, 16½" d. Champ. Mahogany. RETAIL **$775.00.** Imperial Mahogany **$750.00.**



Motorola 15KT24
"Masterpiece" High-Fidelity
Console Radio-Phonograph
Deluxe 4-speed automatic changer. AM/FM tuner. Four matched and balanced Golden Voice speakers with cross-over network, dynamic 20 watt amplifier, 15" woofer, one 5" and two 5¼" tweeters. 37½" w, 32¼" h, 17" d. Swedish Oak or Cherry. RETAIL **$409.95.** Imperial Mahogany **$399.95.**



Motorola 6K22
"Masterpiece" High Fidelity
Console Radio-Phonograph
Dynamic 20-watt amplifier, four matched golden voice speakers, 15" woofer and one 5" and two 5¼" tweeters, deluxe four speed automatic record changer. Modern cabinetry. 27½" w, 32" h, 17" d. Walnut, Calif. Mahogany, Swedish Oak. RETAIL **$249.95.** Imperial Mahogany **$239.95.**

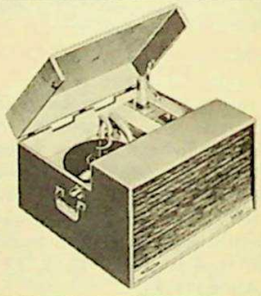


Motorola 5K23
"Masterpiece" High Fidelity
Console Phonograph
Potent 16 watt amplifier, three matched high fidelity speakers. Alnico 5 permanent magnet 12" woofer, one 6" and one 4" tweeter speaker system. 4-speed automatic record changer, flip-over styli. 25½" w, 31" h, 17" d. Swedish Oak—RETAIL **$209.95.** Imperial Mahogany **$199.95.**

Motorola 5K21
"Masterpiece" High Fidelity
Console Phonograph
Ultra-efficient 16 watt amplifier, three matched high fidelity speakers. Alnico 5 permanent magnet 12" woofer, one 6" and one 4" tweeter speaker system. Special 4-speed automatic record changer. 25½" w, 28" h, 17" d. Imperial Mahogany RETAIL **$169.95.** Swedish Oak **$179.95.**

Motorola 6H27
"Masterpiece" High Fidelity
Table Phonograph
Deluxe 4-speed record changer, authoritative 20 watt amplifier, one 8" woofer and two 4" tweeters with cross over network, loudness control and separate calibrated bass and treble controls. 22½" w, 11½" h, 21" d. Imperial Mahogany. RETAIL **$169.95.** Swedish Oak **$179.95.**

Motorola 3H25
"Masterpiece" High Fidelity
Table Phonograph
Three matched high fidelity speakers, Alnico 5 permanent magnet 6" woofer and twin 4" tweeter speaker system. Special 4-speed automatic record changer, separate calibrated bass and treble controls. 19" w, 9½" h, 20" d. Imperial Mahogany. RETAIL **$129.95.** Swedish Oak **$139.95.**



Motorola 6H26
"Masterpiece" High Fidelity
Portable Table Phonograph
Potent 20 watt amplifier, one woofer and two tweeters and all the other Motorola extra quality features in a portable case. Deluxe 4-speed automatic record changer shuts off automatically after last record is finished. Tan and pigskin case. 22½" w, 13" h, 23" d. RETAIL **$149.95.**

Motorola 3H24
"Calypso" High Fidelity
Portable Phonograph
Case of Duraphonic fiber glass resists scuffs, stains, scratches, heat, humidity, sunshine and high impacts. Lightweight and easy to carry. Alnico 5 permanent magnet 6" woofer and twin 4" tweeter speaker system. Tan and White, Blue. 16½" w, 9½" h, 20½" d. RETAIL **$109.95.**

Motorola 5R23
"Musicmate"
Portable Radio-Phonograph
Two way entertainment — superb AM radio or the fine phono. Two matched golden voice speakers. 4-speed automatic record changer. Tough, light Duraphonic fibre glass case. Right out front controls are easy to see and use. Brown-Sand, Green-White. 16¼" w, 9½" h, 20½" d. RETAIL **$94.95.**

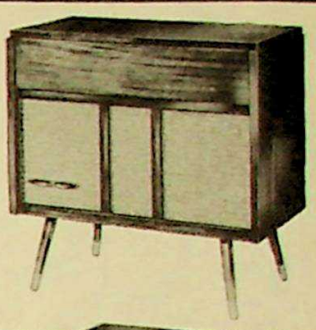
Motorola 3F22
"Playmate"
Portable Phonograph
Lightweight case takes bumps, knocks, rugged use with ease. Won't scratch, scuff, stain or fade. Automatic 4-speed record changer has dual flip-over sapphire styli. Changer and amplifier shut off after last record. Charcoal, Flame-White, Blue-White. 16½" w, 9½" h, 20½" d. RETAIL **$79.95.**

Motorola 2F-21
"Moppet"
Portable Phonograph
Special 4-speed, two speaker phono for youngsters. Even plays 7" records with lid closed. Miracle fabric covering wipes clean in seconds with a damp cloth and is scuff, stain and scratch resistant. Kiddie weight and size. Red-White, Blue-White. 15¼" w, 7" h, 13½" d. RETAIL **$34.95.**

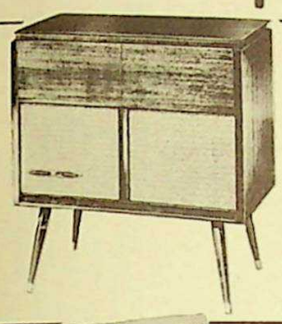
A man in earnest finds means,
or, if he cannot find, creates.
. . . William Ellery Channing

PHILCO

Philco 1900
"Phonorama IV"
High Fidelity Console Phonograph
Push-pull audio system delivers a tremendous 30 watts of out-put. 15" woofer, 158 sq. in. speaker, 4-speed automatic changer with dual diamond-sapphire styli. 32" h, 36" w, 17" d. Mahogany.* RETAIL **$325.00.**
1902—Larger cabinet plus powerful AM-FM radio. Mahogany* **$450.00.**

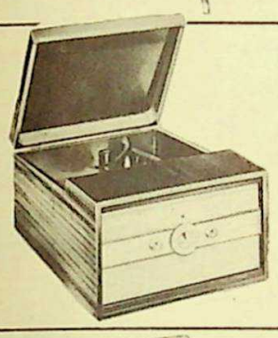


Philco 1800
High Fidelity
Console Phonograph
Exclusive Philco electrostatic speaker and powerful 10" woofer. Push-pull audio system delivers 20 watts of output. "Micro-Mix" Changer, tuner and tape input jack. 29½" h, 30" w, 16" d. Mahogany*. RETAIL **$199.95.**
1802—With AM-FM radio and 15 watts maximum output. Mahogany* **$289.95.**

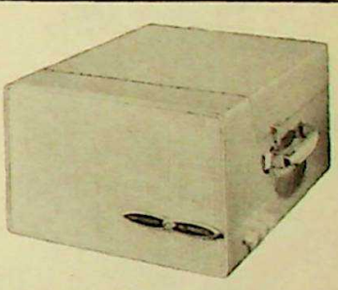


Philco 1700
High Fidelity
Console Phonograph
Exclusive electrostatic speaker and 8" woofer with 15 watts of output. 4-speed "Micro-Mix" changer and deluxe 45 RPM spindle. Bass and treble controls. Open weave grille cloth. 28½" h, 26" w, 15" d. Mahogany.* RETAIL **$169.95.**
1702—With 6 tube, tuned RF stage AM radio. Mahogany* **$219.95.**

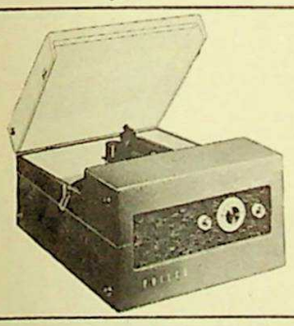
Philco 1600
High Fidelity
Consolette Phonograph
Push-pull audio system with a maximum 10 watts of output. "Micro-Mix" 4-speed record changer. 8" woofer, electrostatic speaker and 6" boom gate. Detachable legs. Special function switch for Off, Phono, Radio Tuner and Tape. 10½" h, 21¼" w, 17¼" d. Mahogany.* RETAIL **$149.95.**



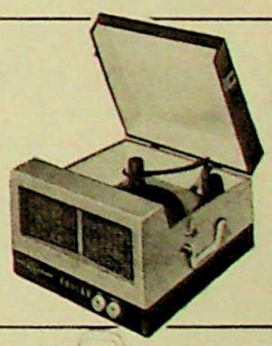
Philco 1408
High Fidelity
Table Model Radio-Phonograph
Genuine mahogany cabinet houses a superb instrument with an unbeatable team of two, matched, dynamic speakers that give remarkable quality of tone. AM radio with built-in magnecor antenna. 9½" h, 15¾" w, 20" d. Mahogany. RETAIL **$114.95.** Available in Blonde for **$119.95.**



Philco 1500
High Fidelity
Portable Phonograph
Finished in tan leatherette this features a 6" woofer and Philco electrostatic speaker. "Micro-Mix" for all size records, automatically mixes 33⅓ and 45 RPM. Includes dual needle, all weather ceramic pick-up. Four watts of output. 9¾" h, 16¼" w, 20½" d. RETAIL **$119.95.**



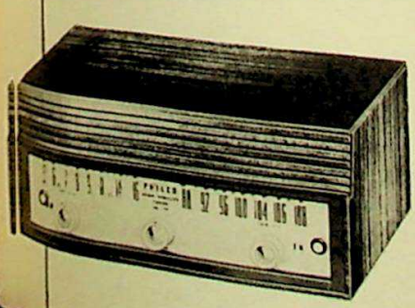
Philco 1406
Portable AM Radio-Phonograph
In handsome two-tone gray and white leatherette. Features "Multi-Mix" changer that plays all speed records automatically. Powerful dynamic speaker and new Super-Power AM radio. Built-in magnecor antenna. Deluxe 45 RPM spindle included. 9" h, 15½" w, 19¼" d. RETAIL **$99.95.**



Philco 1404
High Fidelity
Twin Speaker Portable
Powerful amplifier and sensational four-speed automatic record changer plays all size—all speed records. Clear, rich, full tone in both bass and treble. In two-tone blue luggage case of leatherette. 9" h, 15½" w, 17" d. **$89.95.**
1402—Less dynamic twin speakers **$69.95.**

Philco 1372
Portable Record Player
3-Speed, 4" Speaker
3-speed player with separate tone control. Large 4" speaker. Handles all size records and provides built-in 45 RPM disc. Dual sapphire needles. This most portable of all phonographs is custom-styled in two-tone pink and white or luxurious ginger. 4¾" h, 12½" w, 11¼" d. RETAIL **$29.95.**

Philco 1374
Portable Record Player
4-Speed, Twin Speaker
The detachable lid contains a second speaker. 15' cord allows it to be placed in another part of the room. Lid and set each contain 4" matched speakers. Plays even the new 16⅔ RPM "Talking Book" records. Blue and white luggage carrying case. 4¾" h, 12½" w, 13½" d. RETAIL **$39.95.**



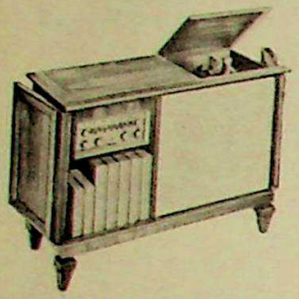
Philco HFT-1
AM-FM Tuner
Has profesional type Automatic Frequency Control for optimum FM station lock-in. Tuned RF and Antenna Stages on AM and FM for superior fringe performance on both bands. Has a double FM Limiter that includes Philco Dynamic Limiter, Cathode Follower Tube and circuit. 29½" h, 30" w, 16" d. RETAIL **$129.95.**

Philco TR-200
"Stereophonic Sound"
Tape Recorder
Tape speed control, pause control, stereophonic output receptacle, input receptacle, dual speaker system, precision tape index timer, separate 6 x 9 woofer and 3½ tweeter. Frequency responses 40 to 15,000 cycles. RETAIL **$219.95.**
TR-100—less stereophonic playback **$199.95.**

**Available in Blonde or Fruitwood at $10.00 additional cost.*

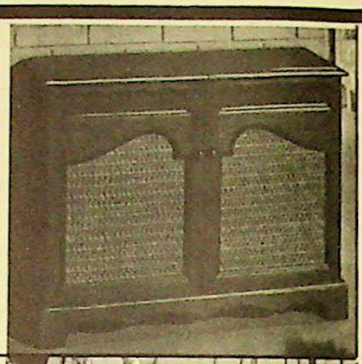
Admiral

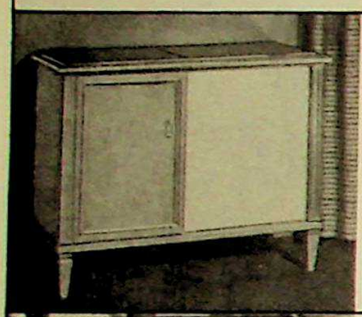
The way to love anything
is to realize that it might be lost.
. . . G. K. Chesterton



Admiral 491
"Titian" FM/AM
Hi Fi "Italiana" Console
Unsurpassed luxury in high fidelity. 4 speakers, powerful 30-watt AC amplifier, FM-AM tuner. High fidelity 4-speed record changer with 4 pole motor, diamond-sapphire stylus. Input output sockets for tape recorder. Walnut. RETAIL **$575.00.**

Admiral 489
"Chante" FM/AM
Hi Fi "Italiana" Console
Elegant in design, beautiful in appearance. Powerful 20-watt AC amplifier, 4 speakers. Hinged door conceals static free FM, long-distance AM radio tuner. 4-speed record changer with 2 jeweled needles. Stereo-sound speaker. Cherry. RETAIL **$435.00.**

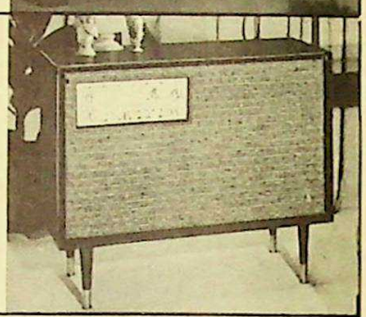


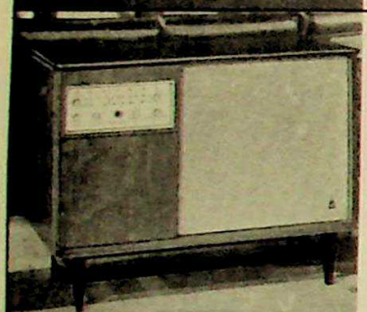


Admiral 484
"Tuscany" FM/AM
Hi Fi "Italiana" Console

An inspiring high fidelity instrument. Powerful 20-watt AC amplifier, 4 speakers. Hinged door conceals static free FM, long-distance AM radio tuner. 4-speed record changer with 2 jeweled needles. stereo-sound speaker connection. Cherry wood. RETAIL **$425.00.**

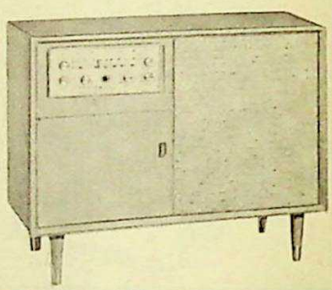
Admiral 462
"Kensington" FM/AM
Hi Fi "Americana" Console
Powerful 20-watt AC amplifier, superb FM-AM tuner. 4-speed record changer with 2 jeweled needles. Three speakers. Mahogany. RETAIL **$259.95.** Blonde oak **$269.95.**
442 "Barclay" with 8 watt speaker less FM/AM tuner. Mahogany **$179.95.** Blonde oak **$189.95.**

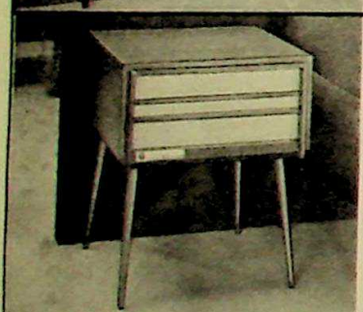




Admiral 412
"Imperial" FM/AM
Hi Fi "Americana" Console
Contemporary styling and engineering. Powerful 30-Watt AC amplifier, static free FM and long distance AM radio, high fidelity 4-speed phonograph with 4-pole motor, diamond-sapphire stylus. Four speakers. Mahogany. RETAIL **$425.00.** Blonde Oak or Sierra **$445.00.**

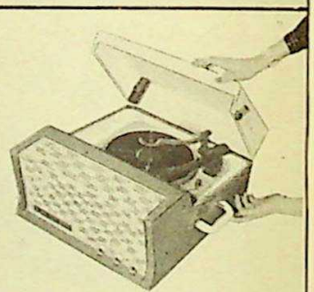
Admiral 472
"Essex" FM/AM
Hi Fi "Americana" Console
Superb in performance. Powerful 20-watt AC amplifier, 4 speakers, powerful FM/AM radio, 4 speed hi fi record changer, record storage compartment. Mahogany. RETAIL **$299.95.** Blond oak **$309.95.** Sierra **$319.95.** Without FM/AM tuner less **$80.00.**

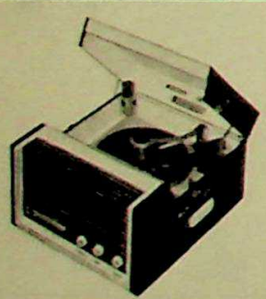




Admiral 362
"Bel Air"
Hi Fi Chairside
Vented sound chamber and front mounted speakers. Powerful 8-watt AC high fidelity amplifier, stereo-sound speaker connection, 4-speed record changer, 3 way automatic record changer stutoff. Mahogany. RETAIL **$139.95.** Blonde Oak or Sierra **$149.95.**

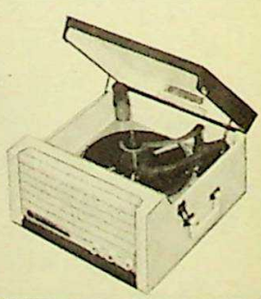
Admiral 347
"Cavalier"
Hi Fi Portable Phono
Powerful 8-watt AC amplifier, 2 speakers. Separate bass, treble, loudness controls, 4-speed record changer, two jeweled needles, 3-way automatic shut-off. Elegant luggage type case with handle. Calypso Tan with White. RETAIL **$119.95.**

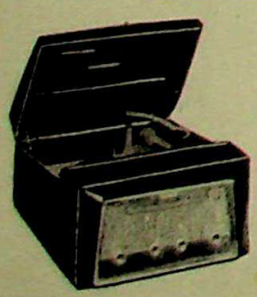




Admiral 421
"Choraleer"
Hi Fi Portable Phonograph
Beautiful sounds to serenade you. Two speakers, 5-watt high fidelity amplifier, 4-speed record changer intermixes records of same speed, two jeweled needles. separate bass treble loudness controls. Black and White. RETAIL **$99.95.**

Admiral 313
"Balladier"
Hi Fi Portable Phonograph
Compact size, powerful delivery. Strong dependable 5-watt high fidelity amplifier, two speakers. 4-speed record changer intermixes records of same speed. Two jeweled needles, separate bass treble loudness controls. Luggage Brown and White. RETAIL **$79.95.**





Admiral 5RP42C
Automatic Radio-Phonograph
Two way listening pleasure! Powerful superheterodyne AM radio plus 4-speed phonograph. Alnico 5 speaker for clear, balanced sound. Automatic changer plays all speeds. Infinite variable tone control, heavy, balanced turntable, heavy duty constant speed motor. Mahogany. RETAIL **$69.95.**

Admiral 329
Automatic Deluxe
Portable Phonograph
True fidelity music in luggage type case. 4-speed record changer, two jeweled needles, high compliance cartridge, powerful amplifier, 5¼" speaker, rubber turntable, feather weight tone arm, infinite variable tone control. Azure Grey and Blue. RETAIL **$49.95.**

He that makes himself an ass
must not take it ill if men ride him.
. . . Old Proverb

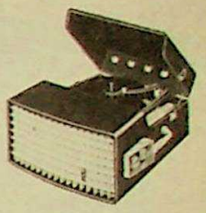
the Voice of Music®

V-M 568
"Summit" High Fidelity
Radio-Phonograph Console
Deluxe 4-speaker high fidelity, AM-FM radio-phonograph combination. Exclusive acoustic contour control. Bass, brilliance, tone-o-matic and volume controls. AM-FM tuner with automatic frequency control "locks-in" stations on FM. Blonde, mahogany. RETAIL **$400.00.**

V-M 566
"Fidelis" High Fidelity
Phonograph Console
Exclusive acoustic contour control. 4 speed changer with Siesta-Matic, two speakers. 45 rpm spindle included. Jacks for tuner, stereo tape recorder, external speaker. Blonde or mahogany. RETAIL **$210.00.** Walnut **$215.00.** Provincial fruitwood **$230.00.**

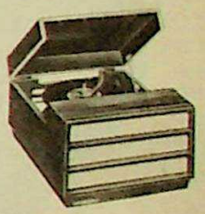
V-M 562
"Fidelis" High Fidelity
Table Phonagraph
Balanced, room-filling high fidelity to match the acoustics of any size room. 4-speed changer, 4-way speaker system, two 8" speakers. Brilliance, bass, tone-o-matic volume controls. Blond or mahogany. RETAIL **$159.95.** Walnut **$164.95.** Ebony **$169.96.**

V-M 557
"Ultra-Deluxe" High Fidelity
Portable Phonograph
Exclusive acoustic contour control gives room-filling high fidelity. All controls are located in unique chromium-plated handle. Speaker and tuner-stereo jacks with switch, 4-speed changer, two speakers. 45 rpm spindle included. Grey-blue. RETAIL **$139.95.**



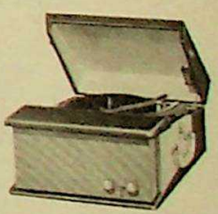
V-M 556
Portable Hi Fi Phonograph
Luxurious portable high fidelity. Tone-o-matic keeps brilliance of tone at razor-sharp peak. Input and output jacks, 4-speed changer with Siesta-matic, two speakers, 45 RPM spindle included. Ceramic cartridge. Grey. RETAIL **$119.95.**
1280 Economy Hi Fi model **$94.95.**

V-M 1290
Hi Fi Table Phonograph
Ear-tingling high fidelity. Changer packs automatic convenience with wow-and rumble-free performance. New 6" x 9" speaker. Jacks for tuner and external speaker, tone and volume control, crystal cartridge, 5 watts amplifier, stereo-tuner input jack. Blonde or mahogany. RETAIL **$99.95.**



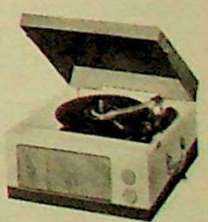
V-M 156
Portable High Fidelity
Manual Phonograph
Provides extended-range high-fidelity reproduction. Two hi-fi speakers in detachable lid may be placed in best room location. Separate phonograph and microphone volume controls. Dual output jacks, microphone input jack. Grey. RETAIL **$99.95.**

V-M 1276
4-Speed Portable Phonograph
A perfect partner for pleasure. External speaker pack. Lazy-Lite high fidelity changer with Siesta-matic. Patented spindle extends life of records. Ceramic cartridge, tone and volume control, aluminum tone arm, speed selector. Colorado brown and tan. RETAIL **$79.95.**



V-M 991
Portable Automatic Phonograph
with Folded Horn Lid
Giant in value. Unbelievably light and compact. 4-speed record changer, turns off after last record plays. Twin sapphire needles, jam-proof mechanism, tone and volume control, tri-o-matic spindle, speed selector. Blue and White. RETAIL **$59.95.**

V-M 1260
Automatic Portable Phonograph
Enjoy "BIG" sound that's radiantly alive. High-fidelity changer with tri-o-matic spindle pampers your records. Tone and volume control, 4-speed record changer, crystal cartridge. Reddish Buff and White. RETAIL **$54.95.**
625 "Teentime" Automatic 45 RPM portable **$39.95.**



V-M 215
"Songfest"
Portable Phonograph
Bright and breezy, a superb "second-set." Dual needles, new aluminum tone arm, plus rubber turntable mat. 4-speed control, tone and volume control, crystal cartridge. speed selector, 4" speaker. Blue and White, Red and White or Green and White. RETAIL **$32.50.**

V-M 750
"Celeste" High Fidelity
Table Tape Recorder
A complete professional-quality tape recorder, records and plays back in flawless high fidelity. Life-like stereophonic sound. Plays both stacked and staggered head stereo tapes. 8 watts power output, magnetic input. Blonde or Mahogany. RETAIL **$275.00.**

SPECIAL

Think like a man of action
and act like a man of thought.
. . . Henry Bergson

Special! LIKE-NEW, HI-FIDELITY DICTATION MACHINE

This like-new, dictation machine, made by a national manufacturer, is now available to you for less than half of the original list price. You couldn't find a better bargain anywhere!

Ideal for office—or home—use. It's precision built. This machine has been carefully designed by thoroughly experienced engineers to operate smoothly and consistently in performing the necessary functions required for recording and playback of office dictation.

It's compact and easy to operate. All controls are up front on an easy-to-read slant.

The Volume Control lever adjusts tone and volume to exactly desired degree. The Selector lever sets for dictation or playback. The Elapsed Time dial accurately indicates the amount of time used. The Marking Indicator punches to show exact starting and stopping points of individual dictations. Nothing is left to guesswork.

The tape magazine contains two 5" plastic reels containing Mylar recording tape to permit 30 minutes of dictation. After use, this can be erased and reused. This machine incorporates the latest techniques in magnetic type recording by using the RF type of bias. The Automatic Backspacer permits the operator to shift from listen to reverse and back to listen by footswitch control (Optional).*

The Audio Amplifier is dual-purpose amplifier used for both recording and playback. The playback can be heard directly through the permanent magnet type speaker located behind the grill or through the microphone as an earphone when privacy is desired. The hand microphone functions as a conventional microphone when recording, and when playing back it functions as a hand-held earphone.

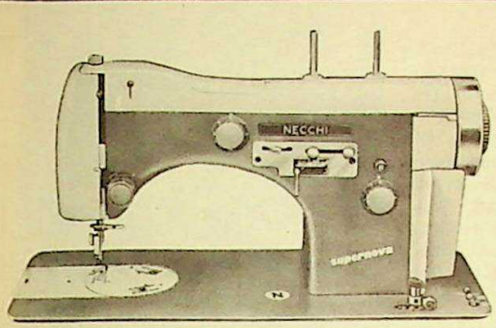
This handsome dictation machine is precision built throughout and designed for long hard use. It is made for 110-120 volt AC, but it can be operated from DC sources with an auxiliary converter.

Replacement parts are available whenever desired for this machine.

**The footswitch is optional and can be purchased for a slight additional cost of $25.00.*

For every minute you are angry
you lose sixty seconds of happiness
. . . Ralph Waldo Emerson

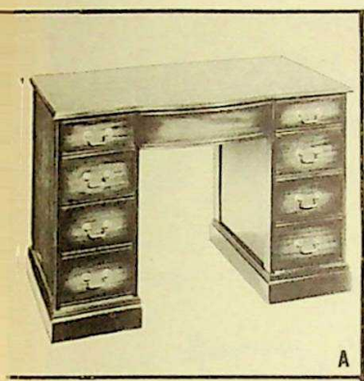
NECCHI – ELNA



Necchi Pushbutton "Supernova A"—Never before but now it's here . . . a sewing machine that makes perfect buttonholes, darns, blindstitches and monograms completely automatically! Also makes an endless amount of decorative stitches automatically. The skill is built into the machine because it moves the fabric back and forth while the needle moves from side to side. Available in a variety of fine cabinets (see partial list below) or a hand luggage carrying case. Basic everyday sewing done automatically.

"Supernova Z"—same as above with Zig-Zag feature.

"Supernova BF"—Push-button straight switch machine with instant control of forward and reverse feed. An economy model with exclusive Necchi features.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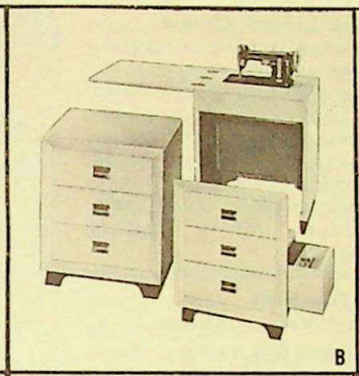
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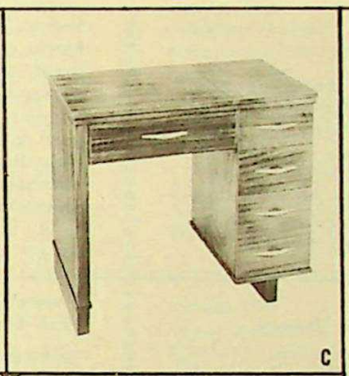
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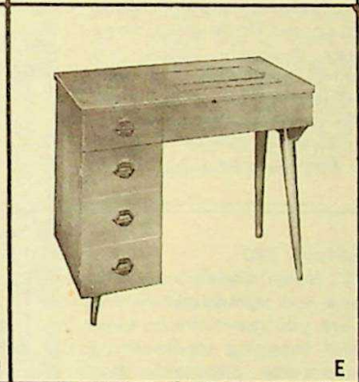
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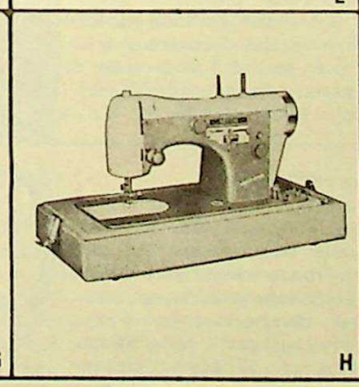
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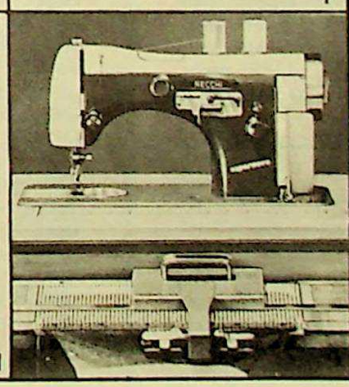


The following cabinets are available with any one of the three "Supernova" machine heads as described above—Models "A", "Z", or "BF". When ordering, please be sure to specify both cabinet model as well as machine model desired.

(A) **"Regency" (No. 202)** in Mahogany or Walnut. With Supernova "A" head RETAIL **$499.95;** with "Z" head **$439.95;** with "BF" head **$325.95.**

(B) **"Coronet" (No. 407)** in Mahogany of Walnut. With Supernova "A" head RETAIL **$476.95;** with "Z" head **$416.95;** with "BF" head **$301.95.** Oak finish also available for additional **$6.00.**

(C) **"Decorator" Desk (No. 550)** in Mahogany or Walnut. With Supernova "A" head RETAIL **$457.95;** with "Z" head **$397.95;** with "BF" head **$282.95.** Also available in Oak finish—with "A" head **$475.95;** "Z" head **$415.95;** and "BF" head **$297.95.**

(D) **"Modernaire" Desk (No. 552)** in Mahogany finish. With Supernova "A" head RETAIL **$448.95;** with "Z" head **$388.95;** with "BF" head **$276.95.** Also available in oak finish—with "A" head **$466.95;** "Z" head **$406.95** and "BF" head **$289.95.**

(E) **"Catalina" Console (No. 406)** in Mahogany or Walnut. With Supernova "A" head RETAIL **$413.95;** with "Z" head **$353.95;** with "BF" head **$239.95.**
Also available in Oak finish for additional **$9.00.**

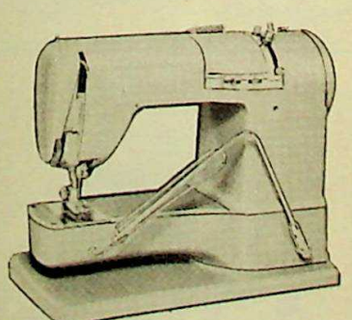
(F) **"Colonial" Console (No. 403)** in Maple finish only. With Supernova "A" head RETAIL **$422.95;** with "Z" head **$362.95;** with "BF" head **$248.95.**

(G) **"Classic" Console (No. 208)** in Mahogany or Walnut. With Supernova "A" head RETAIL **$399.95;** with "Z" head **$339.95;** with "BF" head **$229.95.**

(H) **Portable Carrying Case (No. 450)** finished in off-white with choice of blue, green, red or grey. DuPont "Pyroxylin" covers dove-tailed wood case. With Supernova "A" head RETAIL **$355.95;** with "Z" head **$295.95;** with "BF" head **$189.95.**

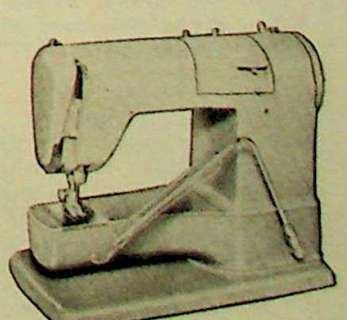
(J) **"Miracle" Knitter Junior**—a hand-knitting machine that takes the work out of knitting and really speeds it up! Knits cables, lace designs, argyles, tucks, mock rib, picot edge, vertical, horizontal or diagonal designs—all with amazing ease. RETAIL **$59.95.** Sturdy fibre carrying case **$4.95.**

ELNA



ELNA SUPERMATIC with automatic "brain." Once set this machine works for you automatically. The Elna magic discs make sewing as easy as playing a record. Choose a disc and slip it on. The Elnagraph "brain" does the rest. **LIST $315.95.**

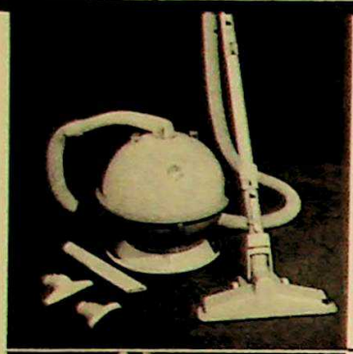
ELNA TRANSFORMA is a sister model to the Supermatic. It is a straight stitching machine, however, the Elnagraph may be added at additional cost. **LIST $199.95.**



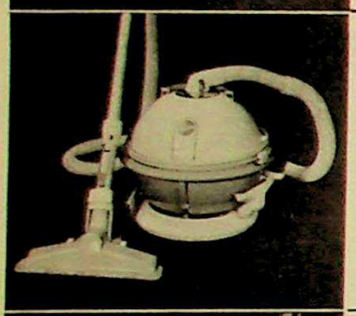
No man is free who is not master of himself.

. . . Epictetus

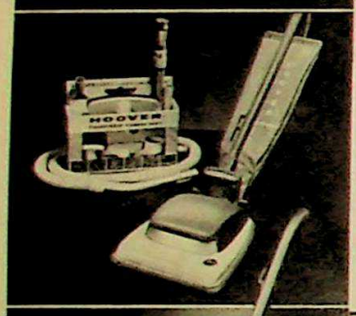
HOOVER - UNIVERSAL
GENERAL ELECTRIC - RCA WHIRLPOOL



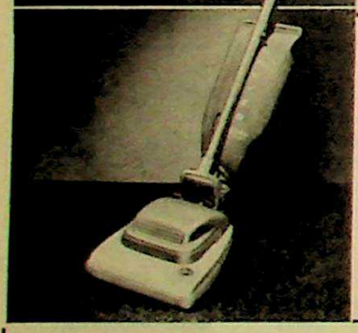
Hoover 84
"Airborne"
Cannister Cleaner
Now you clean without pulling or tugging. This vacuum cleaner is "airborne" and follows you around under its own power . . . it travels by air! With "double-stretch" hose that doubles its reach and 3-wheel nozzle feature make cleaning almost fun! In Mulberry and beige with red accents. RETAIL **$59.95.**



Hoover 85
Deluxe "Airborne"
Cannister Cleaner
The best buy in vacuum cleaners. Floats on a current of air to follow you around—effortlessly, like magic! Double-stretch hose doubles its reach and 3-wheel nozzle keeps it always at the right angle for best cleaning. Hinged top and tool rack on cannister. RETAIL **$89.95.**



Hoover 65
Deluxe Convertible Vacuum Cleaner
Power gear for carpets, it beats as it sweeps, as it cleans—gets the deep-down dirt no other cleaner can. Click in the converter and the motor automatically shifts into high, extra burst of power gives you 50% more suction, free-wheeling and follows you as you clean. RETAIL **$109.95.**

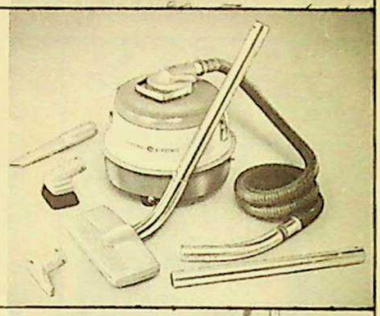


Hoover 31
Convertible "Special"
Upright Vacuum Cleaner
A new kind of cleaner—with new two-speed motor with "Automatic Shift" that makes it two cleaners in one! Low gear for carpets—shift—connect hose and attachments and it now cleans furniture, walls, etc. in powerful sucking high gear. Large throwaway bag. RETAIL **$89.95.**

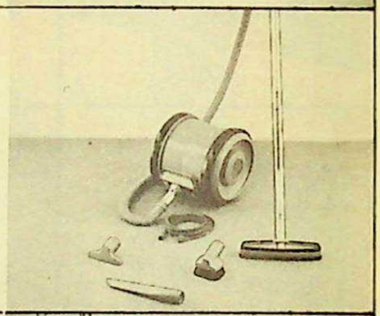
Universal 5740
Upright Cleaner
For wall to wall carpeted rooms, saves time and work. It vibrates, sweeps and cleans rugs deep down. Motor driven Brush Cleaner with all the latest convenience features. RETAIL **$79.95.** Deluxe attachments **$19.95.** Standard attachments **$13.95.**

Universal 8730
Floor Polisher
Adds new life and luster to your floors, buffs floor to a high lustre, leaving a glistening 12" wide path, twin brushes rotate in opposite directions, leave no rings, replaceable brushes, vinyl bumpers prevent the marking of furniture, walls and baseboards, scrubs, waxes and polishes. RETAIL **$69.95.**

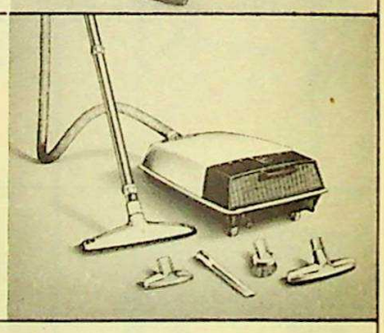
General Electric C4
"Roll-A-Round" Vacuum Cleaner
Rolls out, ready for action, no lifting, no assembling, rolls easily from room to room, swivel top—easy to clean up and down, all around, two self-leveling brushes adjust automatically from rugs to floors, forward stroke the rear brush pushes lint, dirt and thread into suction chamber, on back stroke. RETAIL **$49.95.**



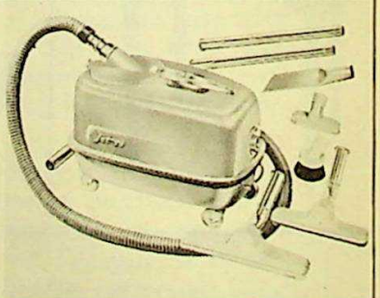
General Electric C6
Swivel Top Vacuum Cleaner
Freely rotating swivel-top and kink-proof hose permits easy cleaning all around the room, double-action cleaning unit automatically adjusts itself to any type of carpet and to bare floors, king-size easy-change disposable filter bags in addition to permanent cloth filter, non-marring vinyl bumper protects furniture, RETAIL **$54.95.**



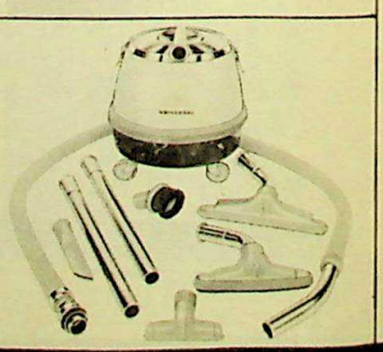
General Electric R1
"Roll Easy" Vacuum Cleaner
rolls over door sills, scatter rugs, no problem of cleaner tipping over, even rolls up and down stairs, large throw-away disposable bags, toe touch control eliminates any need for bending or stooping, turns cleaner on or off instantly, detachable non-kinking rubber covered cord set for easy storing. **$64.95.**



RCA Whirlpool E80
"Imperial" Home Cleaner
Low, sleep and lightweight, it follows where you go—turns or swivels without snagging cords or rug edges, super-size disposable bag provides more dirt catching area, pulls out even the deep-down imbedded dust and dirt with super suction power, floating brush adjusts height. RETAIL **$89.95.**



Universal 6757
Turbo Jet 99
Deep cleans in half the time, it cleans under furniture without rearranging room, swivel action, 2 second emptying, glide along nozzle, steel chrome wands, lightweight flexi-plastic hose, deep throated surge of power cleans deep down to the rug base. RETAIL **$79.95.**



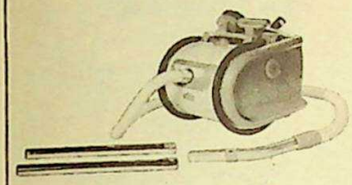
Universal 6920
Deluxe Canister
Entire room is easily cleaned from one central spot, glides quietly and quickly from room to room, cloth filter protects motor from dust and dirt, disposable paper bag, new silencing tube and acoustical fiberglas filter, complete with set of attachments. RETAIL **$69.95.**
6910 Standard Canister **$59.95.**

A little experience upsets a lot of theory.

. . . S. Parkes Cadman

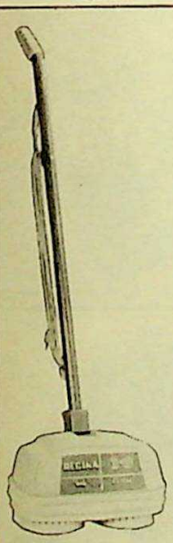
WESTINGHOUSE - SUNBEAM
REGINA - EUREKA - BISSELL

Westinghouse SC2
"Carousel" Vacuum Cleaner
New mobile platform with three built-in swivel wheels, improved reel-away cord reels in or out with ease, double-duty floor 'n rug nozzle cleans all underfoot surfaces with one attachment, pistol grip suction control located at top of wand, toss-away filter bag. RETAIL **$53.95.**



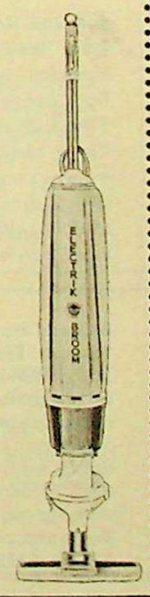
Westinghouse MC1
Mobile Canister Vacuum Cleaner
It rolls with ease thru out the whole house, travels up and down steps, built-in tool caddy carries own attachments, toss-away bags, flip of switch adapts tool for rug or floor cleaning, special latch locks wants securely, lightweight vinyl hose is flexible, won't kink. RETAIL **$69.95.**

Sunbeam 610
Floor Conditioner
Scrubs, waxes, polishes, buffs, stores easily, 2 scrubbing and waxing brushes and 2 felt buffers included, gets under cabinet extensions, brushes slip on or off easily, finger-tip operation, lightweight, hangs up for storing. RETAIL **$54.40.**
61R Rug Cleaning Attach. **$9.95.**

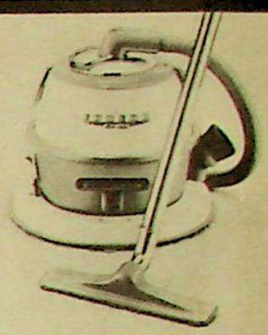


Regina 400
Twin Brusher Polisher-Scrubber
Scrubs, waxes, polishes, buffs — counter-rotating brushes have 12" spread, leaves no rings or skip spots, polisher glides smoothly with perfect balance, gear-driven, heavy duty, non-marring bumper, safety trigger switch. Driftwood & copper-tone. RETAIL **$66.00.** Lifetime chrome plated finish **$79.50.**

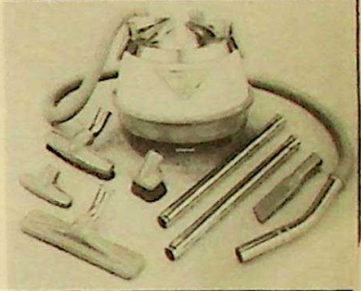
Regina 600
Electric Broom
Time-saving—reduces pick-up cleaning jobs, does the work of a vacuum, carpet sweeper, dust mop, broom and upholstery brush without attachments, swivel nozzle gets in and around legs without moving heavy furniture, removable dirt cups. RETAIL **$49.95.**
Accessory set **$18.50.**



Bissell
Shampoo Master
Shampoo your rugs standing up, easy as using a carpet sweeper, simply push cleaner over your rug, trigger in handle releases liquid rug cleaner which sponges deep into fibers of rub, removing all soil and stains, safe for all types of rugs, sturdily built to last for years. RETAIL **$14.95.**

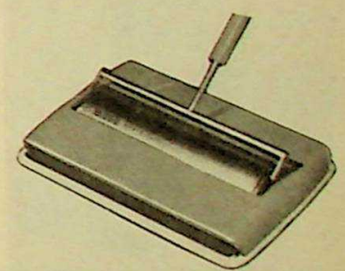


Eureka 860
Special Rotomatic
With swivel hose and convenient attach-o-matic clip-on cleaning tools, rolls on wheels, suction adjuster, double vinyl bumper protects your furniture and woodwork, light and flexible vinyl hose, throw-away paper dust bag, new powerful motor provides extra suction power. RETAIL **$49.95.**

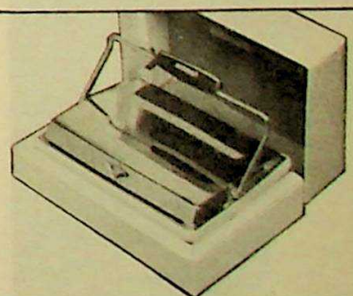


Eureka 960
"Golden Crown"
New easy-glide rug tool cleans with feather touch, floor-wall brush cleans all bare floors, keeps walls dust-free, replaceable brush strips, upholstery tool has "2-way" brush —instantly removes hair and lint, powerful suction and twin exhaust, double size throw-away bag. RETAIL **$69.95.**

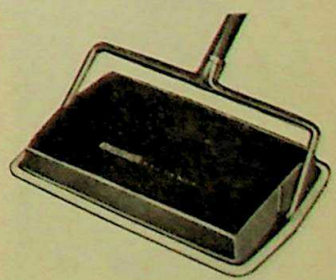
Eureka 260
Super Automatic Upright
Specially designed for fast, easy cleaning of large rugs and wall-to-wall carpet, beats, sweeps and suction cleans with power-drive "disturbulator", 2-speed switch to reduce cleaning power for small, filmsy rugs, rolls on 4 wheels, throw-away paper dust bag. RETAIL **$89.95.**



Bissell
"Grand Rapids" Carpet Sweeper
Sweeping beauty with many new work-saving features, has top-opening dust pans for easy emptying, ready for instant use, self-cleaning brushes, sta-up handles, nothing to lug or plug in, turquoise, yellow, metallic green or black and chrome. RETAIL **$16.95.**



Bissell
"Continental" Carpet Sweeper
The ultimate in styling and performance! New streamlined styling, 2-minute pick-up — ready for instant use, nothing to lug or plug in, adjustable "beauty brush" action, self-cleaning brushes, sta-up handles, easy empty dust pans, gleaming chrome finish. RETAIL **$23.95.**



Bissell
"Reliance" Carpet Sweeper
A truly dependable sweeper that will give superior service for years, new streamlined styling, 2-minute pick-up—ready for instant use, adjustable "beauty brush" action, self-cleaning brushes, sta-up handles, easy-empty dust pans. Coral baked enamel. RETAIL **$9.95.**

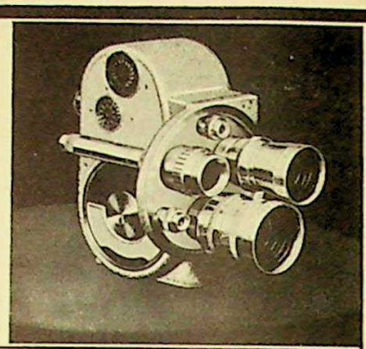
Bell & Howell

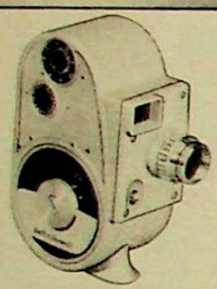
Small opportunities are often the beginning of great enterprises.

. . . Demosthenes

Bell and Howell 252A
"Monterey"
8mm Movie Camera
f/2.3 super Comat lens, sun dial sets camera for you, automatic run-down stop, automatic footage indicator. RETAIL **$49.95.**
252B—"Monterey Deluxe" same as above with f/1.9 lens. **$59.95.**
220 — "Wilshire" same as above with f/2.5 Comat lens. **$39.95.**

Bell and Howell 134TA
"Tri-Lens"
8mm Movie Camera
Built-in exposure guide, gear-driven footage indicator, positive viewfinder, 5 speeds, individually calibrated speeds, screw mount lens for quick changes, die cast aluminum. f/2.5 lens. RETAIL **$149.95.** Same as above but with f/1.9 lens. **$179.95.**

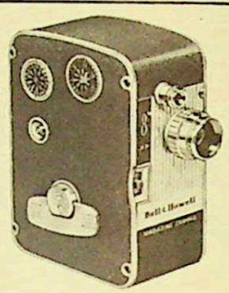


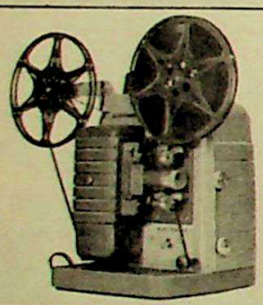


Bell and Howell 134V
"Sportster"
8mm Movie Camera

f/2.5 lens, 5 speeds, easy drop-in spool loading, gear-driven footage indicator. RETAIL **$109.95.** Same as above with f/1.9 lens. **$139.95.**
134W—"Companion" 8mm same as above with 4 speeds, f/2.5 lens. **$89.95.** Same as above with 4 speeds, f/1.9 lens. **$119.95.**

Bell and Howell 172B
"Auto 8 Voyager"
8mm Movie Camera
f/2.5 lens, interchangeable lenses, built-in exposure guide, positive viewfinder, 5 speeds. RETAIL **$134.95.** Same as above with f/1.9 lens **$164.95.**
172A—"Auto 8 Explorer" two lens swiftturn turret, f/2.5 lens **$169.95.** Same as before with f/1.9 lens. **$199.95.**

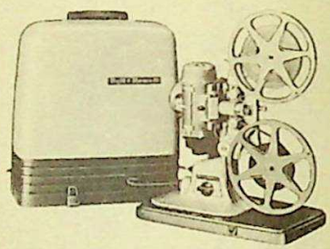


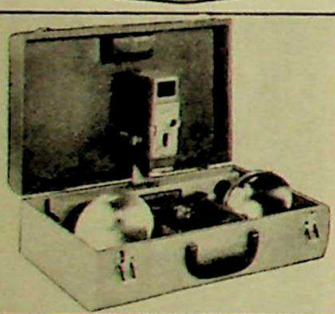


Bell and Howell 253S
"Monterey"
8mm Projector

Enjoy brilliant, needle-sharp projection, permanently lubricated, simple swing-out lens mount makes threading easy, 400 ft. film capacity, built-in case. RETAIL **$69.95.**
253RX — "Monterey Deluxe" 8mm same as above with reverses without rethreading. **$99.95.**

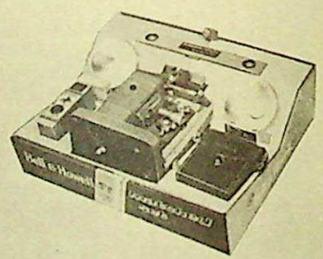
Bell and Howell 122LC
"Regent"
8mm Projector
Dependable, exceptional picture quality, straight-line optics, 400 ft. reel capacity, swing-out lens, permanent lubrication, fast power rewind, variable speed control. RETAIL **$159.95.**
122LR — "Regent Deluxe" same as above with deluxe features. **$179.95.**

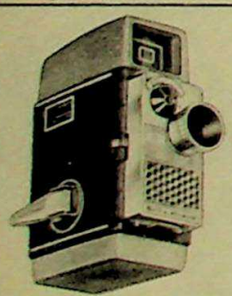




Bell and Howell
"Sun Dial"
8mm Camera Outfits
Sun dial camera, 2½X telephoto attachment, filter holder and retaining ring, 2-lamp bar and twin flood lamps, luggage-type carrying case. With Wilshire 220 camera. RETAIL **$89.95.** With Monterey 252B camera **$99.95.** With Monterey Deluxe camera **$109.95.**

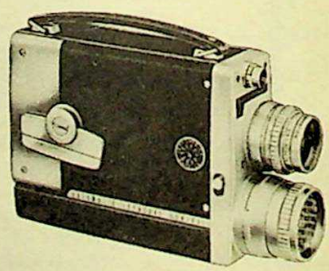
Bell and Howell
8mm Home Movie Outfit
Sun dial camera, projector, movie light bar with 2 flood lamps, color film, leather camera case—animated Castle cartoon. With Wilshire 8mm movie camera. RETAIL **$127.00.** With Monterey 8mm movie camera **$152.00.** With Monterey Deluxe 8mm movie camera **$177.00.**

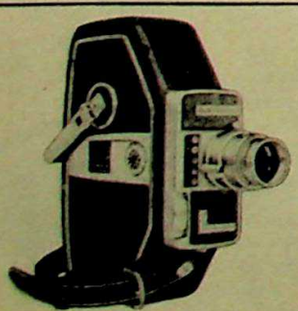




Bell and Howell 290
"Electric Eye"
8mm Movie Camera
Beautifully styled, exceptionally lightweight and compact, complete with sunshade and filter receptacle, shoots action the second you see it, lets you keep shooting a scene even if light changes, picture window viewfinder. RETAIL **$169.95.**

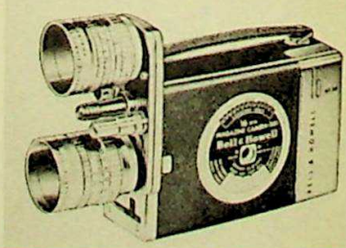
Bell and Howell 200EE
"Electric Eye"
16mm Movie Camera
Get beautiful pictures automatically, no adjustments to make, 3 second magazine loading, f/1.9 super Comat lens, 5 speeds, 12½ ft. film run. Under-exposure viewfinder warning signal—saves wasted film. Black morocco and satin chrome. RETAIL **$299.95.**





Bell and Howell 240A
"Spool-Loading"
16mm Movie Camera
Built-in picture-taking ease, 5 speeds, f/2.5 lens. RETAIL **$179.95.** Same as above with f/1.9 lens **$204.95.**
240T—Same as above with two lens, f/2.5 lens **$219.95.** Two lens with f/1.9 lens **$244.95.**
240TA—Same as above with 3 lens, f/2.5 lens **$259.95.**

Bell and Howell 200T*
"Magazine Loading"
16mm Movie Camera
Two lens swifturn turret, f/2.5 lens, 5 speeds, effortless loading, positive viewfinder, pre-threaded film magazines load in 3 seconds, 12½ ft. film run. RETAIL **$219.95.**
200TA*—Same as above with 3 lens **$264.95.**
200S*—Same as above with 1 lens **174.95.**

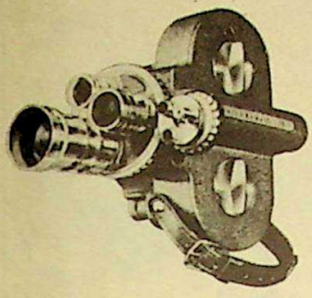


**Available with f/1.9 lens for slightly higher price.*

The greatest mistake you can make is to be continually fearing that you'll make one.

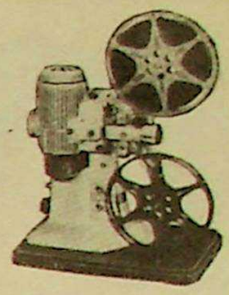
. . . Elbert Hubbard

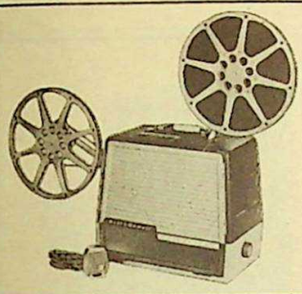
Bell & Howell



Bell and Howell 70DR*
"Roll Film"
16mm Movie Camera
3-lens turret with gear-coupled viewfinder, 7 precise speeds, 22 ft. film run, fast ratchet winding, governor controlled forward-reverse hand crank, gear driven footage counter, f/1.9 lens. RETAIL **$385.50.** Same as above with f/1.4 lens. **$474.50.**

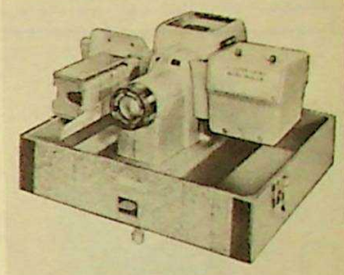
Bell and Howell
"Stateman"
16mm Projector
Streamlined for easy use, 750 watt lamp, simplified threading, 400 ft. film capacity, needle sharp f/1.6 coated lens, safe-lock sprockets. RETAIL **$219.95.** **"Diplomat"** 16mm —same as above with reverse and still picture projection. **$299.95.**

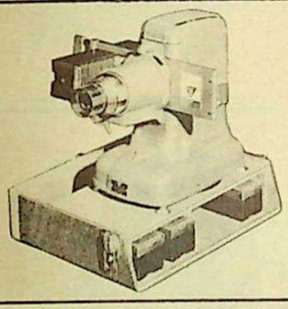




Bell and Howell 385
"Filmosound"
Sound Projector
Powerful 15-watt amplifier, gets steady, clickerless pictures, 2000 ft. film capacity, straightline optical system, reverse and still picture, simplified threading. RETAIL **$499.95.**
302E—With magnetic-recording projector **$765.00.**

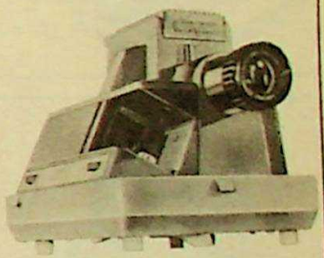
Bell and Howell
"Headliner 303"
Slide Projector
Blower keeps slides cool. Brilliant 300 watt lamp. f/3.5 anastigmat lens, 1 slide tray. RETAIL **$59.50.** With electric changer and remote control switch cord for automatic operation. **$83.00.**
"Headliner 35" with f/4 lens, manual changer **$39.95.** Same with automatic changer **$49.95.**

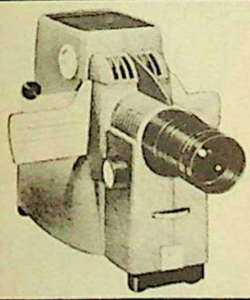




Bell and Howell 773G
"Wind Tunnel Cooling"
Slide Projector
f/3.5 lens, selectron changer, carrying case. RETAIL **$79.50.** With electric changer and remote control switch cord for automatic operation **$99.50.**
"Streamliner 500" with selectron-semimatic changer **$89.50.** Same with electric changer and remote control switch cord **$109.50.**

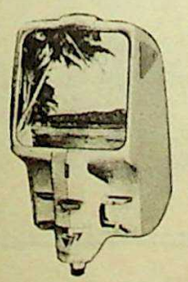
Bell and Howell 765A1
"Robomatic"
Slide Projector
Push-button remote control cord, projects slides forward or reverse, f/3.5 Procomat lens, 500 watt lamp. even has two types of manual operation, provisions for showing 2-D stereo halves. RETAIL **$134.50.** Same as above with "Robomatic timer **$149.50.**





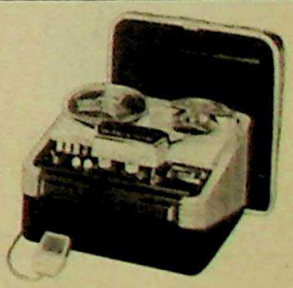
Bell and Howell
"Streamliner 300"
Duo Projector
Brilliant 300 watt illumination, f/3.5 lens, blower cooled, fast easy gear focusing, precision tilt adjustment, removable optics case, 2¼ x 2¼" manual changer. RETAIL **$67.50.**
"Streamliner 500" manual changer with 500 watt lamp. **$84.50.**

Bell and Howell 739-G
Stereo Colorist Camera
For beginner or expert, built-in "deep focus" lets you take perfect stereo pictures, depth of field scale, matched shutters for wide speed range, internally synchronized shutter cocking prevents double exposures, automatic exposure counter. RETAIL **$69.50.**



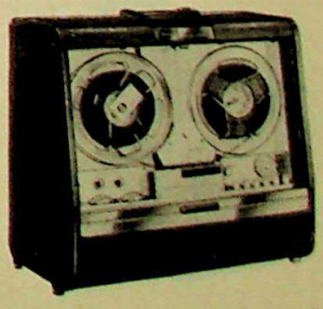
Bell and Howell
Project-or-View Deluxe
A table viewer and slide projector, 200 watt lamp, blower cooled, f/2.8 anastigmat lens, view slides on 46 sq. inch black viewing glass or flip panel and project sharp images on screen, doubles the enjoyment of your 2x2 slides. RETAIL **$77.50.**

Bell and Howell 775
Portable Tape Recorder
Easy to operate and versatile, has two large speakers, "fool-proof" push button control, up to 4 hrs. recording playback time, resettable program indicator, high speed forward and reverse, powerful 5 watt amplifier two speed-dual track, durable two tone gray case. RETAIL **$199.95.**



Bell and Howell 300
"Miracle 2000"
Hi-Fi Tape Recorder
Ultimate in tape recorded sound, has 3 motor drive with electronic braking, pushbutton controls with "automatic memories", hi speed advance or rewind, two speakers acoustically positioned on each side of recorder, automatic reel stop. RETAIL **$299.50.**

Bell and Howell 730G1
"Portable Stereotone"
Tape Recorder
Professional type, vertical design, gives fingertip, selectric push button control, distortion-free 3 motor drive with electronic braking, powerful 8 watt amplifier, 10" console speaker, two-speed dual track recording up to 4 hours. RETAIL **$269.50.**



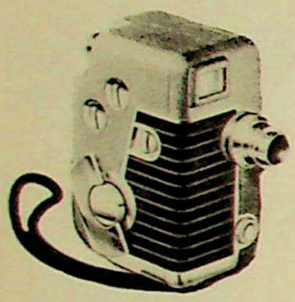
**Available with f/1.9 lens for slightly higher price.*

Revere

Happiness lies in the absorption
in some vocation which satisfies the soul.
. . . Sir William Osler

Revere CA1
Electric "Eye-Matic"
8MM Spool Camera
Exposure computer lens electronically adjusts iris opening instantly, all done by energy of light. Exposure control dial for special effects; automatically computed lens setting always visible thru view-finder; insufficient light signal; chrome and leather trim. RETAIL **$139.50.**
CA2 with F/1.8 3-Lens Turret System camera **$169.50.**

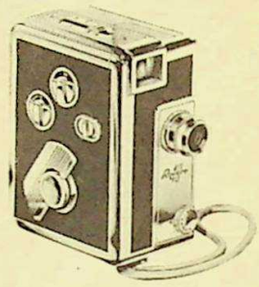
Revere CA4
Electric "Eye-Matic"
8MM Turret Camera
Completely automatic operation and fast magazine load with rotating super-fast 1/1.8 3-lens turret system. Electric "Eye-Matic" is always ready for instant use, just aim and shoot, lens adjusts itself instantly, continuously and accurately by exposure control dial. RETAIL **$199.50.**
CA3 less F/1.8 3-Lens Turret System Camera **$169.50.**

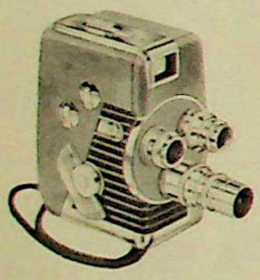


Revere B61*
8MM Magazine Camera
New type magazine loading—quickest and simplest ever devised, permits instant interchange of film even in full daylight. Built-in micromatic view-finder, single frame exposure for titles and trick shots, five operating speeds, footage indicator, exposure guide, interchangeable lens mount, swing-away case. RETAIL **$117.50.** With carrying case **$121.50.**
B63* With 3-lens Turret System **$152.50.**

Revere C40*
8MM Magazine Camera

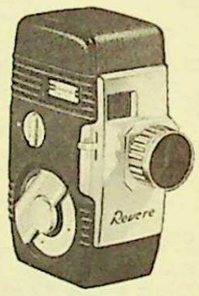
Featuring the quickest and simplest magazine loading plus exclusive new adjustable view-finder. Single frame exposure; continuous run; five operating speeds for variety of special effects; footage indicator; exposure guide, interchangeable lens mount. Offers remarkable operating ease. Equipped with Wollensak lens. RETAIL **$104.50.**
C44* With 3-lens Turret System **$139.50.**

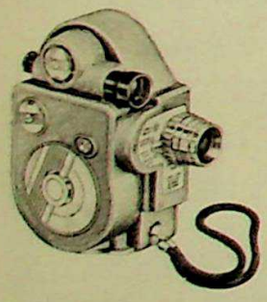




Revere C84*
8MM Turret Camera—Spool
Easy, quick "drop-in" spool—film loading eliminates threading or complex insertion. Precision built in every detail; lightweight, compact. Versatile 3-lens turret head is rotated instantly from one lens to another; adjustable view-finder; single frame exposure; five operating speeds; footage indicator. RETAIL **$122.50.**
C80* Less 3-lens Turret System **$97.50.**

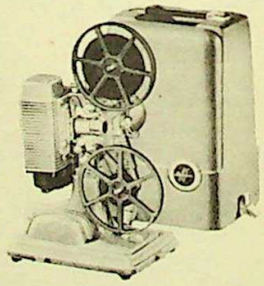
Revere C50
8MM Cine-Camera-Spool
Here is a camera that's extremely simple to operate. Quick, easy "drop-in" loading has ease of magazines and economy of spool film. Fine lens is safely recessed and extra long sun shade permits taking shots while facing sun. Click-stop exposure setting; automatic footage meter; continuous run; extra-long running motor; single frame exposure; built-in view finder. RETAIL **$49.50.**

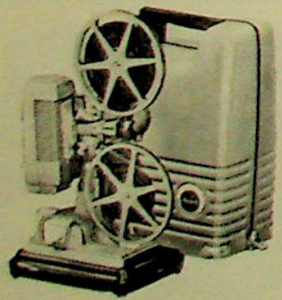




Revere C87
8MM Cine-Camera-Spool
Uses economical spool film. Loading is easy as pie. Simply set "Lite-Dial", sight thru the parallax-correct view-finder and shoot perfect movies in rich, natural color. Single, ingenious loop forming sprocket eliminates gate strain and jamming. Positive speed control; 5 speeds for choice of variety of special effects; adjustable footage meter. Truly remarkable value. RETAIL **$72.50.**

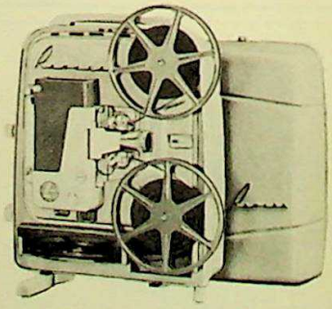
Revere P85D
8MM Deluxe Projector
Precision-built to run as perfectly as a fine watch. Finest and most precise film track ever designed for safe film transport. Professional type, sturdy stainless steel film retainers and guides. Built-in self-contained film compartment. Instant tilt control knob quickly centers image on screen. Slip-over case. RETAIL **$124.50.**
P85X less carrying case **$114.50.**





Revere P-90
8MM Projector
Distinguished in appearance with amazing "theatre quality" performance. Most precise film track for safe film transport. Sturdy stainless steel film retainers and guides assure film preservation; handles any splice; handy single knob panel control; self contained film compartment; slip-over carrying case. RETAIL **$159.50.**
P-90X less carrying case and film compartment base **$125.00.**

Revere P777
8MM Projector
Precision built in every respect and provides professional-quality brilliance. One simple forward-reverse control; high speed rewind; ultra modern stainless steel film retainers and swing open gate for easy threading; rheostat speed control, 750 watt illumination, ultra-bright still picture; instant tilt control; built-in film and cord compartments; automatic room-lamp accommodation. RETAIL **$127.50.**

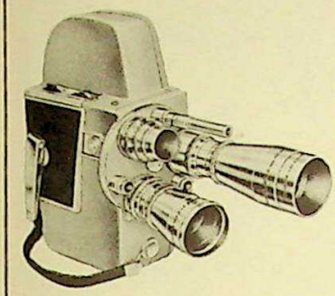


** With 13MM F/1.9 Normal Cine Raptar in focusing Wocated Lens additional $25.00.*

Idleness is emptiness; the tree in which the sap is stagnant, remains fruitless.

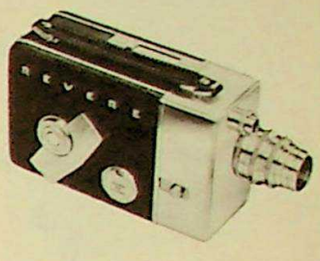
. . . Hosea Ballou

Revere



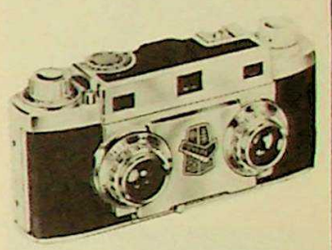
Revere C103
16MM Turret Camera
Divergent turret head allows use of extreme wide angle lens in combination with 6" telephoto lens without mechanical or optical interference. Exposure dial. Change of lens automatically changes objective view-finder. Streamlined hand crank operates extra powerful long-running spring motor. RETAIL **$199.50.**
C101** less 3-lens Turret System **$169.50.**

Revere C36
16MM Magazine Camera
Modern streamlined design; magazine loading; extremly long-run spring motor; new type ratchet winding key for faster, easier winding; easiest loading and unloading facility; simplified exposure dial; single frame exposure; five speeds; new objective finder; satin-chrome finish with leather trim. RETAIL **$169.50.**
C38** with 3-lens Turret System **$199.50.**



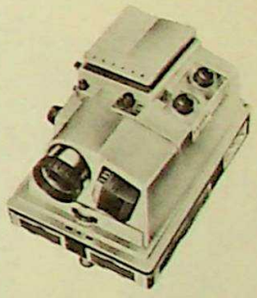
Revere P-48
16MM Silent Projector
Gives professional-quality brilliance and steadiness to projection of black and white or color films. Easy threading; handy, single knob control; automatic rewind; instant tilt control; self-contained film compartment; plastic slip-over carrying case; simple lamp removable. RETAIL **$182.50.**
P-48X without carrying case and 1 film compartment base **$160.00.**
SP16 Sound projector **$325.00.**

Revere 33
16MM Stereo Camera
Take third-dimension pictures with breathtaking depth, form and color. Simply press button as any ordinary camera; automatic focusing; double exposure safeguard; superimposed image range finder; internal synchronized flash; single frame provision; adjustment for parallax; level-gauge for tripod shots. built-in filter mounts; satin-chrome and leather finish. RETAIL **$174.50.**



Revere 888D
Deluxe 2 x 2
Automatic Slide Projector
Built-in automatic pre-conditioning chamber practically eliminates popping, reduces need of refocusing cardboard mounts. Super-coated anastigmat lens and superb optical system assure pinpoint focusing and perfect corner illumination. 500-watt lamp; extra condenser lens provided with projector for use when projecting large 1½" x 1½" slide. RETAIL **$159.50.**

Revere 888
35MM Fully Automatic
Slide Projector
A deluxe slide projector that is virtually a mechanical robot. Set the switch and show 36 slides as slow or as fast as you like. No special slide mounts; no levers or buttons; powerful 500 watt lamp. fast F/3.5 coated 5" anastigmat lens with automatic fade-in and fade-out; special slot for projecting single frame views. RETAIL **$144.50.**



Revere T-710-D
Hi-Fi Dual Speed
Stereophonic Tape Recorder
Providing true In-Line Hi-Fidelity Stereophonic Sound on tape. Also dual In Line Stereophonic Sound channels; balanced tone (loudness control); precision index counter; electrical keyboard control; two record level indicators; public address system; input switches automatically for mike or phono; automatic record key lock. RETAIL **$255.00.**

Revere TR-800-D
Dual Speed Hi-Fi
Recorder-Radio
A recorder and powerful radio in one smart case. Simplified automatic keyboard controls. Exclusive index counter; high speed forward and rewind; 6 x 9" elliptical permanent magnet speaker; balanced tone control; dual neon recording level indicator; 3 full hours playing time. RETAIL **$275.00.**
T-700-D less radio feature **$225.00.**
SK-707 Stereophonic kit **$34.50.**

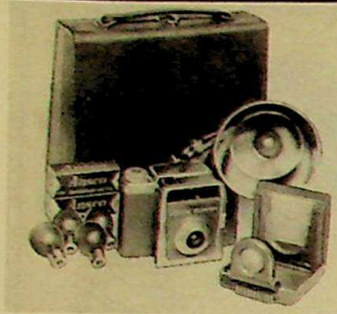
Revere TR-1200
Dual Speed Hi Fi
Recorder-Radio
Recorder-radio combination for top fidelity AC listening. Two acoustically matched extended excursion speakers; two-level recording indicator; automatic index counter; 3 full hours playing time, rapid forward and rewind lever. RETAIL **$219.50.**
T-1100 less radio **$169.50.**
T-1120 Stereophonic Tape recorder **$199.50.**

Revere T-11
Hi Fi Tape Recorder
For professional use and custom home installation. Extremely wide frequency response and minimum noise factor produce exceptionally true sound reproduction. Light touch of keys enables user to record, play, rewind, forward, monitor or stop the tape precisely. Index counter simplifies play back and editing. Automatic demagnetization. Precision motor. RETAIL **$284.50.**

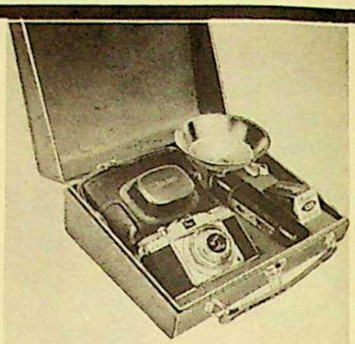
** *Also available:*
F/1.9 lens additional $25.00. F/1.5 lens additional $64.00. F/1.4 lens additional $110.00.

Ansco

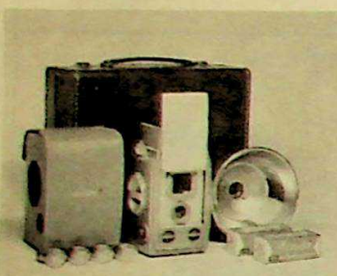
The man who questions opinions is wise;
the man who quarrels with facts is a fool.
. . . Frank A. Garbutt



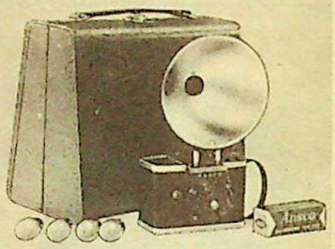
Ansco JN-233
"Color Clipper"
Camera Outfit
Newest of Ansco's fine line of travel outfits. Contains "Color Clipper" camera (f/11 doublet lens), Anscoflash Type IV, 1 roll each 120 Anscochrome and all-weather pan film, 5 blue flash bulbs, Universal viewer, and case, flash synchronized shutter. RETAIL **$25.95.**



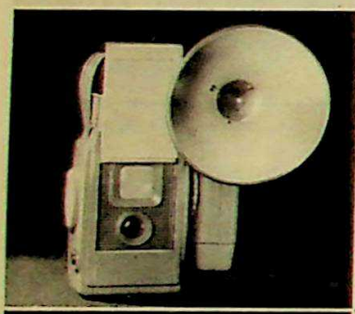
Ansco JN-419
"Memar"
Camera Outfit
Luxurious travel outfit. Ansco 35 mm "Memar" f/3.5 precision camera with Universal flash unit, Anscochrome color film, top grain leather camera case. Complete camera kit comes in sturdy luggage-tan travel case with room for extra film and bulbs. RETAIL **$59.95.**



Ansco JN-222
"Anscoflex II"
Camera Outfit
"Anscoflex II" camera wtih matching leather camera case, matching flash attachment, 2 rolls films, 4 flash bulbs; all in luggage-tan travel case. RETAIL **$28.95.**
JN-221. Same accessories as above but with Anscoflex I camera. RETAIL **$23.95.**

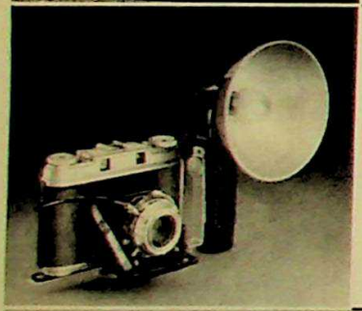


Ansco JN-220
"Readyflash"
Camera Outfit
An inexpensive completely equipped camera outfit for taking pictures indoor and out. Includes "Readyflash" camera, Type I flash unit, 4 flash bulbs, roll of film, luggage-tan case. RETAIL **$12.50.**
JN-189 Camera only **$6.95.**
JN-174. Flash Unit. **$2.95.**

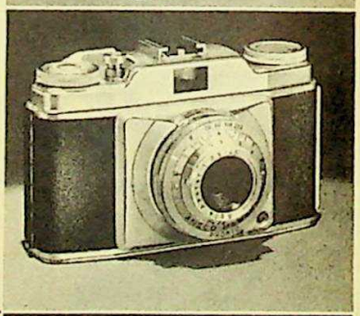


Ansco JN-212
"Anscoflex I"
Camera
Versatile, pre-set reflex camera with full-size preview finder. Flash synchronized shutter prevents double exposures, f/11 doublet lens, finder hood and lens shield, swing out spool carrier. RETAIL **$15.95.**
JN-214. Type IV flash unit. **$4.95.**

Ansco JN-213
"Anscoflex II"
Camera
Deluxe version of the Anscoflex with built-in cloud filter and close-up lens, brilliant full size preview finder. Synchronized shutter prevents doube exposure. f/11 doublet lens, pre-set exposure adjustments. Takes 12, 2¼" pictures on 620 film. RETAIL **$18.95.**



Ansco JN-414
"Super Speedex"
f/3.5 Camera
Synchro Compur M-X synchronized shutter, automatic film transport, coupled range viewfinder, double exposure prevention, depth-of-field scale, all metal construction, leather covering and satin chrome trim. RETAIL **$119.50.**
JN-206. Universal Flash Unit. **$7.95.**

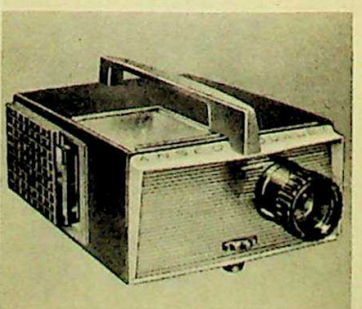


Ansco JN-416
"Memar" 35mm
f/3.5 Camera
Agfa Apotar f/3.5 hard coated lens set in X-synchronized Pronto shutter. Speeds from 1/25 to 1/200 plus "B". Seperate f/scale. Self-timer, double exposure prevention, rugged construction and rapid wind feature, thumb lever film advance. RETAIL **$41.50.**

Ansco JN-421
"Super Memar" 35mm
f/35 Camera
With Agfa Apotar f/3.5 coated lens and Prontor SVS flash shutter, speeds from 1 to 1/300 sec. plus "B", self timer, thumb lever film advance counts each frame, cocks shutter and prevents double exposure, coupled range view finder. RETAIL **$74.50.**

Ansco JN-417
"Super Regent LVS" 35 mm
f/3.5 Camera
Agfa Solinar f/3.5, 4 element, hard coated lens. Synchro-Compur MXV flash shutter cross-coupled with diaphragm. Mathematical progression of speeds from 1 to 1/500 sec. plus "B". Self-timer. Coupled range-view finder. Sturdy construction. RETAIL **$89.50.**

Ansco JN-420
"Super Memar" 35 mm
f/2 Camera
Truly the all time best of its class. Solagon f/2, 6 element, units focus, coated lens, Synchro-Compur MXV flash shutter cross-coupled with aperture, shutter speed from 1 to 1/500 sec. plus "B", time exposure scale, depth-of-field scale. RETAIL **$124.50.**



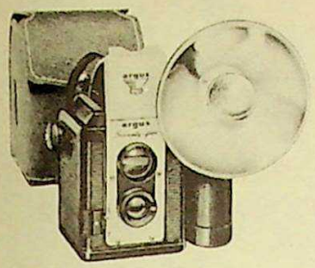
Ansco JN-234
"Dualet"
Projector
You, too, can enjoy projecting color slides made with any roll film camera. Projects any popular slide sizes. Silent blower motor, 300 W horizontal lamp, slide storage chamber, wind-up cord storage, rugged metal construction. Weight, only 9 lbs. RETAIL **$39.95.**

NOTE: Other camera accessories and dark room equipment available, please inquire.

Men who will do things without being told draw the most wages.

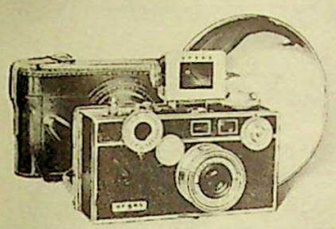
. . . Edwin H. Stuart

argus



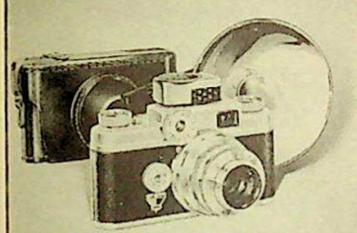
Argus 75
Camera
Rugged twin-lens reflex-type camera. Brilliant reflex view-finder. Red-I-Dot and double exposure prevention. Shutter with Instantaneous and Time settings for all types of picture-taking. RETAIL **$14.95.**
Camera Case. **$2.95.**
Plug-In Flash Unit. **$4.25.**

Argus Super 75
Reflex-type Camera
Hard-coated, color-corrected anastigmatic 65mm f:8 Lumar lens. Instantaneous and Time shutter setting. Automatic flash synchronization. Reflex-type view-finder. Finger-tip focusing 3½ ft. to infinity. RETAIL **$22.50.**
Camera Case. **$3.50.**
Plug-in Flash Unit. **$4.25.**



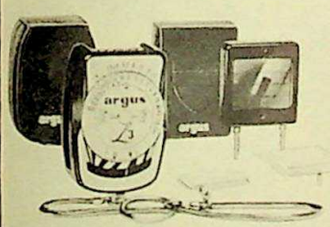
Argus C3
35mm Miniature Camera
50mm, f/3.5 anastigmatic Cintar Lens, stops to f:16. Sextant-type rangefinder. 1/10 to 1/300 sec. Shutter Speed. Built-in-flash synchronization. Automatic exposure counter. Colormatic settings. Flash unit and saddle leather case with shoulder strap included. RETAIL **$69.50.**

Argus C-44
35mm Miniature Camera
Completely new four-element 50mm f/2.8 anastigmatic Cintagon lens. Superimposed-image-type rangefinder. Synchronized for flash. Combined film-shutter wind prevents double exposure. 1/10 to 1/300 sec. speed. RETAIL **$99.50.**
Leather Case **$10.00.** Flash Unit. **$8.25.**



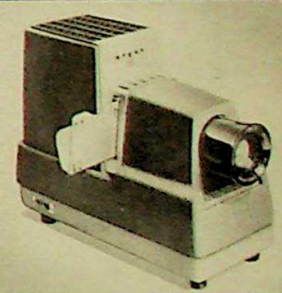
Argus C4
35mm Miniature Camera
50mm f/2.8 anastigmatic Cintar lens. Superimposed-image-type rangefinder combined with optical viewfinder. 1/10 to 1/300 sec. super-accurate shutter speed. Colormatic. RETAIL **$84.50.**
Camera Case. **$8.35.**
Dual Base Flash. **$8.95.**
Single Base Flash. **$8.25.**

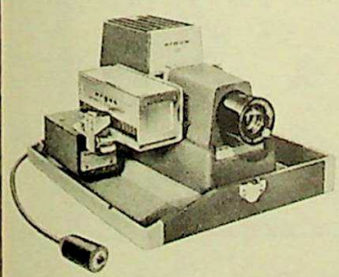
Argus C20
Color Slide Kit
New color slide camera features lens-coupled rangefinder and lever film wind with the ease of Colormatic settings. 44mm f/3.5 Cintar lens. Speed: 1/25 to 1/200. Included are also matching Pre-Viewer, Plug-in Flashgun, Color Slide Film. Flash Bulbs, batteries. RETAIL **$59.95.**



Argus L3
Exposure Meter
Rated for ASA Exposure indexes; large f-stop scale ranging from f/1.4 to f/22. 120 to 1/000 sec. speed. 8 to 64 fps. movie speed. Incident light adapter, chain and case. RETAIL **$16.95.**
Plug-in Booster Cell with Leather case and Incident Light Adapter. **$7.95.**

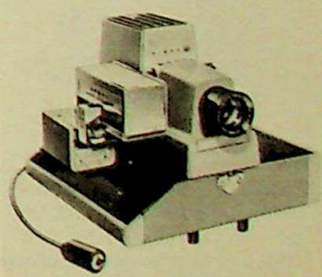
Argus
300-Watt Slide Projector
Provides big pictures with the wide-angle 4" helical focusing f/3.3 lens. Powerful blower in 110-120 volt with AC motor. 300-watt, T8-½ Lamp. RETAIL **$39.50.**
Automatic Slide Changer. **$14.95.**
Remote Control Power Unit. **$24.50.**
Carrying Case. **$8.95.**
Extra Magazines. **$2.25.**





Argus Automatic
300-Watt Slide Projector
Automatic Push-Pull changer keeps the show moving smoothly. 4" f/3.3 wide angle lens. Powerful blower. Condenser system increases light output. Carrying Case, and one 36 slide magazine. RETAIL **$62.50.**
Remote Control Power Unit. **$24.50.**
Extra Magazines. **$2.25** each.

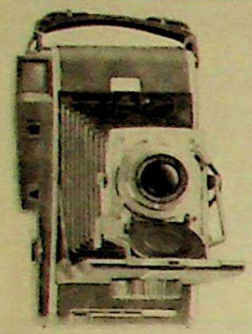
Argus V
500 Watt Slide Projector
New 500-Watt Automatic and Remote Control Projector. Oversize condenser system. Wide angle f/3.3 lens. Cooling system. Two-tone gray finish with matching case. With Remote Control Unit for push-button slide changing. RETAIL **$96.50.**
Less Remote Control Unit. **$79.50.**



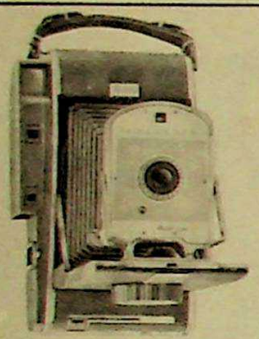
Argus
35mm or 828 Slide Reviewer
Provides wide, magnified, TV type picture at normal reading distance. Big, double element lens. Scientific illuminating system provides even light. Modern contour design permits easy one-hand operation. Two-tone Green Finish. Electrical unit powered by 2 size batteries. RETAIL **$7.95.**

Argus
Color Viewer
Perfect way to view 120 and 620 color slides, either as hand or table model. Optically ground double element lens. Pressing tab on top of slide holder automatically turns on light. Illuminating system provides even light. Powered by 2 size D batteries. RETAIL **$13.95.**

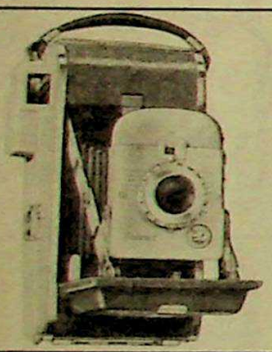
POLAROID



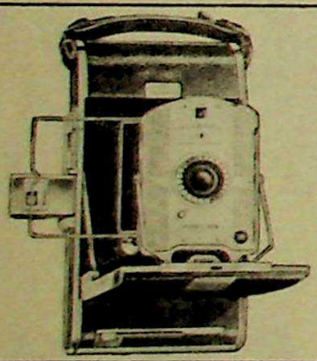
Polaroid 110A
"Land" Camera
The most versatile camera. Rodenstock lens, 127mm f/4.7. 1 second to 1/300th shutter speed. Built-in self-timer lets you snap your own picture. Super-imposed-image type rangefinder. Parallax-corrected viewfinder automatically corrects viewing angle. RETAIL **$169.50.**



Polaroid 150
"Land" Camera
Ideal family camera, indoors or out. It takes a big 3¼ x 4¼ picture, as sharp and clear as you'll ever see. Single Dial Setting, lens and shutter setting are coupled together. Lens 130mm f/8.8 with 1/100th to bulb shutter speed. Automatically-aimed viewfinder. RETAIL **$109.95.**



Polaroid 80A
"Highlander Land" Camera
It's so light and compact, it'll fit in a pocket or purse. It's versatile—will take pictures indoors or outdoors, rain or shine, dim or bright light. Wallet-size pictures 60 seconds after you snap your picture. Single Dial Setting. It's economical. RETAIL **$72.75.**



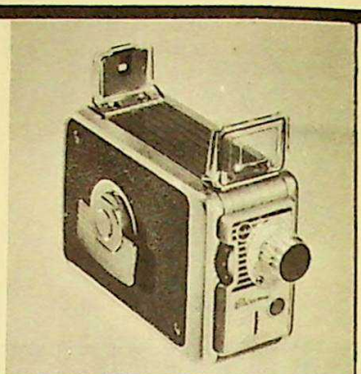
Polaroid 95B
"Speedliner Land" Camera
It's the all-around, all-purpose Polaroid Land Camera, ideal for family, business and industrial uses. Precision shutter with built-in synchronization for both regular and electronic flash. Combination optical and wire viewfinder. One dial to set. 3¼ x 4¼" pictures. RETAIL **$94.50.**

ACCESSORIES

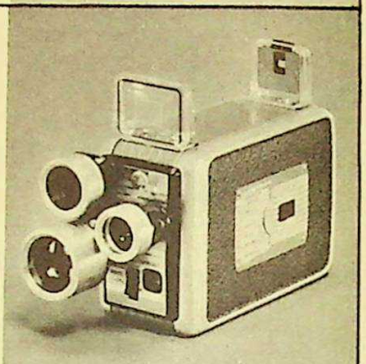
ORTHOCHROMATIC FILMS:
Type 31—For Highlander Camera ..... RETAIL **$ 1.39**
Type 41—Jumbo size for Models 110A, 150, 95B..... RETAIL **$ 1.89**
POLA PAN FILMS:
Type 32—For Highlander Camera ..... RETAIL **$ 1.53**
Type 42—Jumbo size for Models 110A, 150, 95B..... RETAIL **$ 1.98**
PROFESSIONAL PAN LAND FILMS:
Type 43—For Models 110A, 150, 95B only..... RETAIL **$ 2.39**
FLASH GUN UNITS:
281—For Models 150, 110A, and 80A..... RETAIL **$12.95**
202—For Model 95B ..... RETAIL **$13.95**
EXPOSURE METERS:
PR23A—For Models 150, 110A and 80A..... RETAIL **$14.50**
PR23B—For Model 95B ..... RETAIL **$14.50**
CARRYING CASES:
309—Genuine Leather for Models 150, 110A, 95B..... RETAIL **$24.95**
382—Genuine Leather for Model 80A..... RETAIL **$19.95**
Filter and Close-Up Kits also available.

EASTMAN KODAK

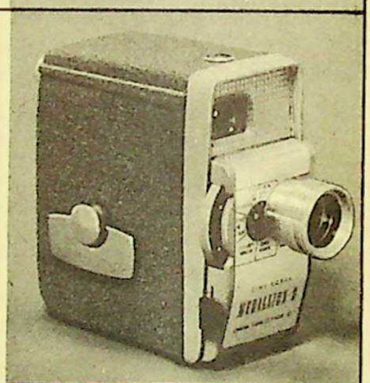
Eastman Kodak 78
Brownie
Movie Camera
Easy, sure and economical as taking snapshots. Cine Ektanon Lens, 13mm. f/2.7. Speed of 16 frames per second. Exposure dial. Footage indicator. 8 mm roll. RETAIL **$29.95.**
With f/2.3 lens. **$39.75.**
With f/1.9 lens. **$49.95.**



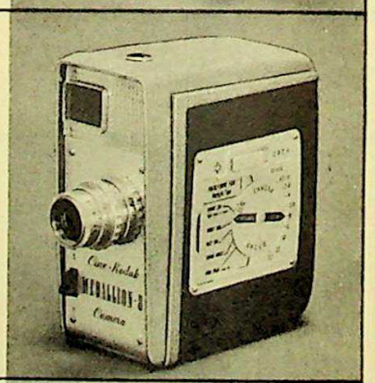
Eastman Kodak 84
Brownie
Turret Movie Camera
Three-lens turret for "regular" movie making, wide-angle views. 13mm f/1.9 Cine Ektanon Lens. 2-times magnified telephoto shots. Preset lenses—no focusing. 8mm roll. RETAIL **$84.75.**
Field Case. **$5.75.**
Folding Movie Light. **$10.75.**



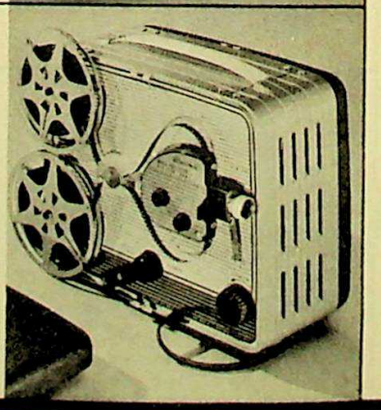
Eastman Kodak 90
Medallion 8
Movie Camera
Easy-to-use, three-second-load magazine camera. Choice of speeds, including slow motion. Exposure dial. Three-field finder. Footage indicator. 13mm f/1.9 lens. RETAIL **$106.50.**
Field Case. **$8.75.**
Folding Movie Light. **$10.75.**



Eastman Kodak 86
Cine-Kodak Medallion 8
Movie Camera
Trim, compact, featherweight. With focusing interchangeable f/1.9 lens. 16 through 48 frames per second and single frame. Zoom-type optical finder adjusts for lenses of from 6.5mm to 38mm. Built-in exposure guide. Footage indicator. RETAIL **$134.50.**



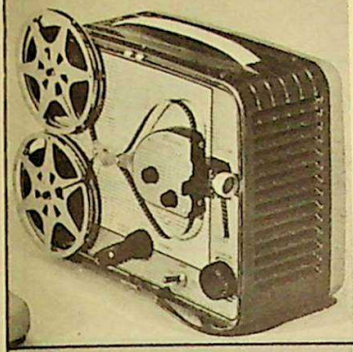
Eastman Kodak
Brownie 300
Movie Projector
Automatic rewind, reverse, still projection. With f/1.6 lens. Will show your color movies clear and bright up to 3 feet wide. Permanently lubricated at the factory so you never need to oil them. 200 ft. capacity. 110-120 volt. RETAIL **$62.00.**



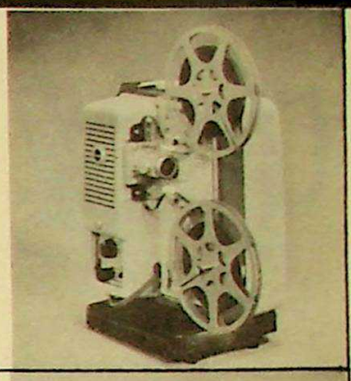
What cannot be cured must be endured.

. . . Francois Rabelais

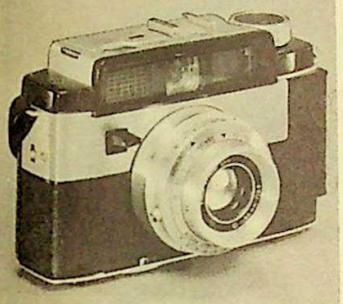
EASTMAN KODAK



Eastman Kodak
Brownie 500
Movie Projector
Single control gives you forward projection, "stills", reverse action, power rewinding—without shifting belts or reels. On-Off switch and field sharpening lens for sharp images. With f/1.6 lens, built-in preview screen, 4 feet image. RETAIL **$74.50.**

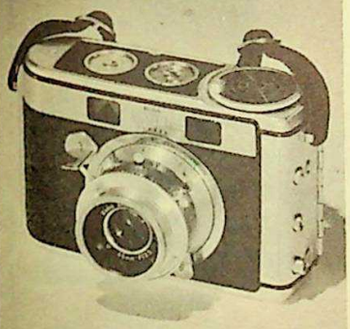


Eastman Kodak 185
Cine-Kodak Showtime 8
Movie Projector
Convenient built-in case construction. Geared reel arms swing out into operating position. 1-inch f/1.6 Ektanon lens. Easy loading. Illuminated control panel. RETAIL **$123.50.** Same as above with Variable speed feature. **$139.00.**

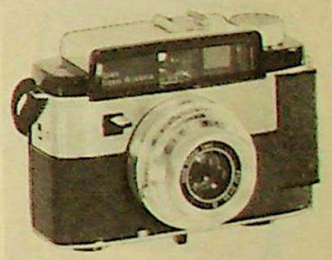


Eastman Kodak 50F
Signet 50
Camera
This camera comes complete with built-in photoelectric exposure meter which reads in exposure value numbers. Ektanar Lens 44mm f/2.8. 8 speed Synchro 250 Shutter. Zone and scale focusing. With Kodalite Super-M 4 Flasholder. RETAIL **$82.50.**

Eastman Kodak 48
Signet 35
Camera
Extremely sturdy, compact. With Ektar Lens f/3.5. Synchro 300 Shutter coupled with accurate combined range and viewfinder. 3-point universal setting. Focusing as close as 2 ft. Handy exposure guide, film load indicator. RETAIL **$75.00.**

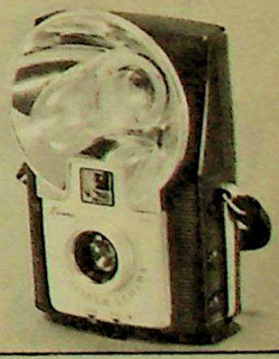


Eastman Kodak 49/749
Signet 40
Camera
Up-to-date, compact, lightweight miniature camera. 46mm f/3.5 Ektanon Lens. 8-speed (1/5—1/400, B). Synchro 400 shutter. Accurate coupled rangefinder combined with viewfinder. Focusing range "Inf" to 2 ft. Super-M 40 Flasholder. RETAIL **$74.00.**

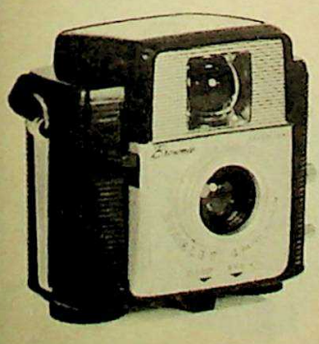


Eastman Kodak 30
Signet 30
Camera
Excellent pictures with utmost ease and speed under a great variety of picture-taking conditions. Ektanar Lens 44mm f/2.8 Synchro 250 shutter (1/4—1/250, B). Double exposure prevention lock. Automatic exposure counter setting. RETAIL **$55.00.**

Eastman Kodak 25
Brownie Starflex
Camera
New, very compact and versatile reflex-type camera for black-and-white snapshots, color snapshots and color slides. Extra-large hooded reflex finder as well as direct-view, wire-frame sports finder. Flash shutter. Dakon lens. RETAIL **$10.75.**



Eastman Kodak 24
Brownie Starflash
Camera
Versatile camera with built-in flash holder for M2 flash lamps. Takes black and white, and color snapshots, and color slides. Fast, fixed-focus Dakon lens with adjustable openings. Optical viewfinder. Adjustable neck strap. 127 films. RETAIL **$8.95.**



Eastman Kodak 23
Brownie Starlet
Camera
The smallest and lowest-priced model in Kodak's new line of Star Cameras. Fast, fixed focus Dakon Lens with adjustable openings. Extra-large optical eye-level finder. Flash shutter. Adjustable neck strap. Takes 127 films. RETAIL **$5.95.**

Eastman Kodak 177
Brownie Hawkeye
Flash Model Camera
The ever-popular box camera with modern features and modern styling. Factory-adjusted, universal-focus lens. Large waist-level finder. "Snapshot" and "long" exposures. Synchronized for all types of flash lamps. Convenient handle. RETAIL **$7.95.**

GENERAL ELECTRIC

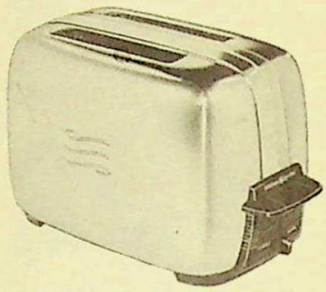
You can't build a reputation on what you are going to do.

. . . Henry Ford

General Electric P-30
"Deluxe" Automatic
Coffee Maker
Brews 2 to 9 cups perfectly. Brew selector perks coffee to your taste, automatically. Reheat setting reheats without re-perking. Chrome plated inside and out. Balanced design, pour first few cups without lifting. 2½ qt. capacity. RETAIL **$29.95.**

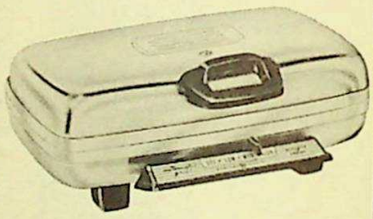
General Electric P-31
Automatic 3-9 Cup
Coffee Maker
Low cost coffee maker designed for every day use, makes 3 to 9 cups. Set brew selector to desired strength, no need to watch or time, it's automatic. Easy to clean chrome plated finish, wide top opening makes interior cleaning easy. RETAIL **$19.95.**

General Electric K-20
Automatic 16-Cup
Tea Kettle
Beautifully styled in copper and stainless steel. Textolite handle and base, detachable 6 ft. cord, can be used right at table whenever you need hot water. Extra large capacity —holds 2½ qts. Calrod heating element, AC only. RETAIL **$12.95.**

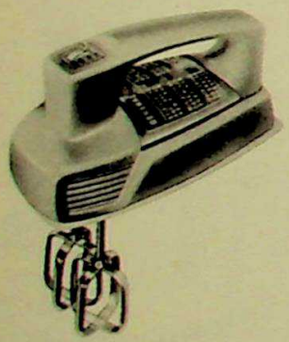


General Electric T-82
Automatic Toaster
Pop-up toaster gives you toast from light and soft to dark and crisp. Snap-out crumb tray for quick, easy cleaning, extra high toast lift. 6 position for choice of brownness and takes the guesswork out of toasting. Long-life heating unit, chrome-plated. AC or DC. RETAIL **$18.95.**

General Electric T-83
"Toast-R-Oven"
Automatic Toaster
A toaster that's an oven too. Selector dial for toaster or oven, single control governs temperature for all kinds of toasting and oven warming. Handy chart for correct temperature settings. Chrome-plated finish, plastic trim. AC only. RETAIL **$29.95.**

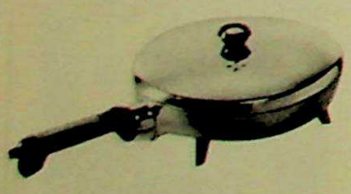


General Electric G-42
Automatic Sandwich Grill
and Waffle Baker
Three appliances in one—open grill, closed grill and waffle baker. Reversible grids, to change just slip out and flip over. Six temperature settings, signal light. Grids removable for cleaning, plastic handles and feet, chrome-plated finish. AC only. RETAIL **$21.95.**



General Electric M-27
Portable Mixer
Powerful for any mixing job yet lightweight. Three speed control, switch on top of handle for convenience. Hangs up like a saucepan, beater ejector for easy cleaning and storing of beater, grease resistant case with rubber base. Pink, Yellow, White or Turquoise. AC or DC. RETAIL **$18.95.**

General Electric M-15
All-Purpose Mixer
A stand mixer with 3 qt. pyrex bowl, provides 12 tested mixing speeds. Mixer head slips off in jiffy for use as portable mixer, ejector loosens beater for easy removal, white grease-resistant case. RETAIL **$27.95.**
M-25—Same as above with two pyrex bowls. RETAIL **$29.95.**



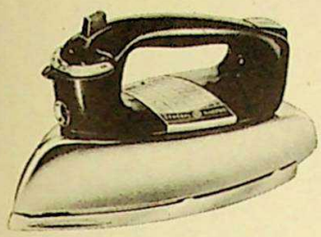
General Electric C-100
Automatic 10" Skillet
Polished cast aluminum or turquoise, built-in thermostat gives controlled heat. RETAIL **$12.95.**
C-120—12" Skillet. **$18.95.**
Aluminum lid for C-100 **$2.50.**
Aluminum lid for C-120 **$3.00.**
Coppertone lid for C-100 **$3.00.**
Coppertone lid for C-120 **$3.50.**

General Electric S-20
Automatic Sauce Pan
Simmers, stews and fries by dialing correct temperature, highly sensitive silicone thermostat automatically maintains correct heat. Completely immersible, cover included, polished drawn aluminum. 2 qt. size. RETAIL **$19.95.**
S-40—Same as above but 4 qt. with fry basket. **$24.95.**

A man who qualifies himself well for his calling, never fails of employment.

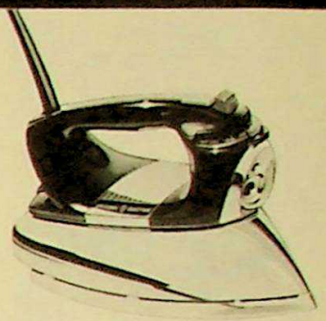
. . . Thomas Jefferson

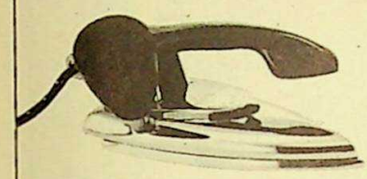
GENERAL ELECTRIC



General Electric F-60
Steam and Dry Iron
2 irons in one, flip button up for steam, push button down for dry. Handy fabric dial, new cord-lift allows for left or right hand ironing, new even flow steam for greater ironing ease, has double-button nooks, Calrod heating unit. 3 lbs. AC only. RETAIL **$15.95.**

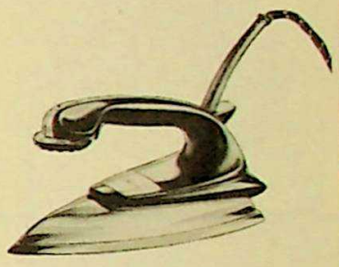
General Electric F-61
Steam and Dry Iron
Revolutionary iron with triple action for instant and easy ironing. Spray feature lets you sprinkle clothes as you iron, erases stubborn wrinkles in jiffy. Fingertip control lets you select correct ironing temperature. Built-in cord lift. 3¼ lbs., AC only. RETAIL **$19.95.**

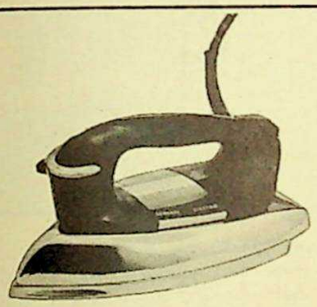




General Electric F-19
Portable Steam & Dry Iron
Lightweight but efficient iron, an ideal travel companion. Use as steam iron with full bulb of water attached, as dry iron with bulb removed. "Dial-the-fabric" control for correct temperature, open handle design, handle folds down, carrying case. 1¾ lbs. AC or DC. RETAIL **$9.95.**

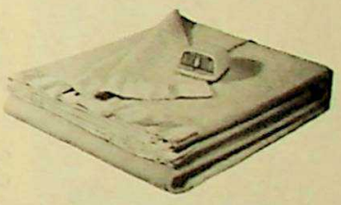
General Electric F-43
"Visualizer" Speed Iron
Fast-heating dry iron, open handle design. Visualizer fabric dial for control of temperature, indicator light tells when to start ironing. Chrome-plated soleplate, new cord-lift for left or right ironing. Twin Calrod heating elements. Only 2½ lbs. AC only. RETAIL **$12.95.**

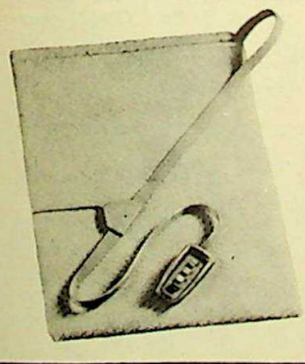




General Electric F-34
Automatic Budget Iron
Versatile but thrifty iron. "Dial-the-fabric right at your fingertips for proper ironing temperature for all fabrics. Balanced heel rest by tipping iron back when not ironing, double button nooks on each side for easy ironing, large soleplate. 4½ lbs. AC only. RETAIL **$9.95.**

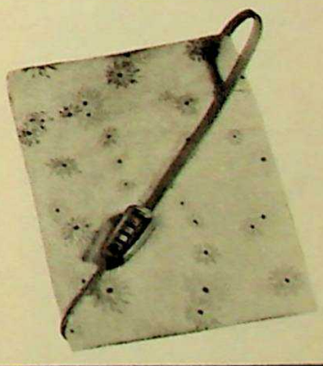
General Electric A-21
Electric Blanket
Light and comfortable, custom-tailored corners to tuck neatly in place. Completely washable, mothproof and non-allergic. Pink, Red, Aqua, Blue, Yellow, Green. 1 control twin bed. RETAIL **$29.95.**
A-22. 1-control double bed. **$34.95.**
A-23. Dual control double bed. **$44.95.**

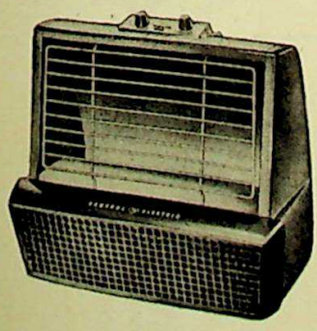




General Electric P-18
Heating Pad
Illuminated push button control, three heat warmth — high, medium, or low, T-cordset for fingertip operation. Removable, washable flannel zipper cover, waterproof use with or without wet packs. Pink and Turquoise. 12" x 15". RETAIL **$8.95.**
P-17. Same with terry cloth. **$7.95.**

General Electric P-15
Heating Pad
Push button control, three heat level — high, medium or low. Moisture resistant pad, removable, washable cover, attractive colored flower print on white flannel. AC or DC. 12" x 15". RETAIL **$5.95.**
P-14. Same as above with flannel cover. 10" x 15". **$4.95.**





General Electric H-2
Automatic Heater
Radiant heat waves from copper reflector warm you instantly while quiet built-in fan circulates heated air throughout room. Automatic thermostat, high or low heat setting. Portable with mercury tip-over switch, signal light. 1650-1320 watts. Two-tone brown. 16¾" h, 17¾" w, 9½" d. RETAIL **$37.95.**

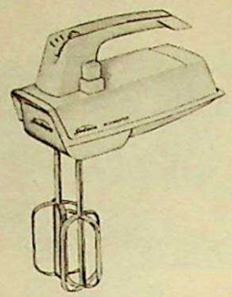
General Electric H-3
Automatic Heater
Quiet fans spread warmth gently throughout room. Safety-designed, easy to carry, with an automatic thermostat and mercury tip-over switch. Brilliantly styled in turquoise and chrome to accent any decor. Safety grills. 1320 watts. Ideal for quick functional heat. 14" h, 14" w, 7" d. RETAIL **$24.95.**

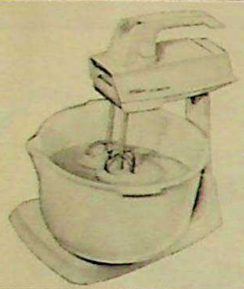
Sunbeam

Nothing is particularly hard
if you divide it into small jobs.
. . . Henry Ford

Sunbeam 12W
Deluxe Mixmaster
All new! Completely automatic! Ultra-smart styling. Greater power. 12-speed dial. Larger, bowl-fit beaters with automatic beater ejector. In Pink, White, Yellow or Turquoise. RETAIL **$45.50** Chrome **$56.50.** For juicer, add **$3.00.**

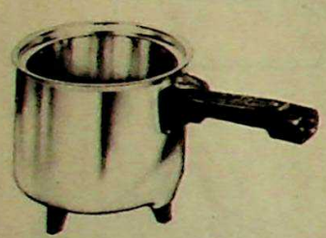
Sunbeam HM
Hand Mixer
Styled with gold trim. Exclusive Thumb-tip speed control and push button beater ejector. Extra-large, full-mix beaters for gerater volume. Sturdy Heel Rest. Handy built-in mixing chart. Stores neatly on wall. In White, Pink, Yellow or Turquoise. RETAIL **$19.95.** Chrome **$22.95.**





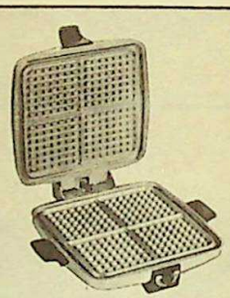
Sunbeam HMS
Mixmaster Mixer
Extra-large. Full mix beaters means more mixing in less time. Built-in mixing chart. Thumb-tip push button beater ejector and speed control. Extra-stable heel rest. Three quart mixing bowl. Converts instantly to hand mixer—slips on or off stand easily. RETAIL **$27.95.** Chrome **$31.95.**

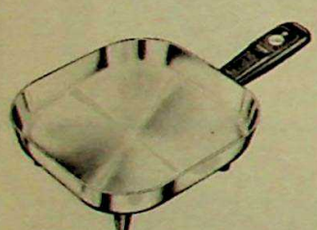
Sunbeam CF5
Deep Fryer and Cooker
Deep fries, pops corn, warms and steams buns, and is handy as a casserole or chafing dish. Automatic heat control heats fast, uses less shortening. With convenient cook guide, sturdy fry basket, signal light and temperature dial. Smooth inside for easier cleaning. Holds 5 liquid qts.! RETAIL **$24.95.**



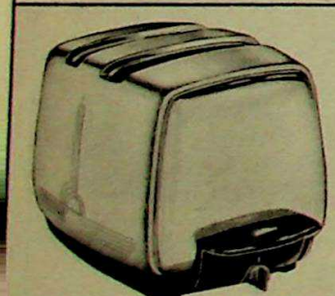
Sunbeam SP-3
3 Qt. Saucepan.
It's a saucepan, double broiler, dutch oven, chafing dish, bun warmer, casserole, corn popper and deep fryer! Simmer-safe control ends burning or broiling over. Easy-to-see cooking guide and signal light. Easy to wash. Vented lid. Fry basket available. RETAIL **$27.95.** 5-qt. capacity. **$29.95.**

Sunbeam CG
Radiant Control Waffle Baker and Grill
4 full-size waffles or 4 toasted sandwiches at one time! Radiant control for even heat. Signal light. Easy-to-change grids. Overflow rim and drip spout. RETAIL **$34.95.**
CG-W—Waffle Baker only. **$29.95.**
GP—Grill Plates (2/set). **$6.00.**





Sunbeam FPM
Controlled Heat Automatic Frypan
The original and genuine Controlled heat automatic FRYPAN. New and improved. Square shape cooks 20% more and embedded tubular heating element completely encircles bottom for even heat distribution. Extra fast-acting Thermostat is accurate and exact. Signal light tells when selected temperature is reached. Cool Bakelite feet let you cook wherever you wish. It fries, bakes, stews, pan-boils, braises, heats frozen dinners and may be used as a chafing dish. Available in 4 convenient sizes—medium, large, standard and super. Cooks with Controlled Heat to make everything taste more delicious.
FPM — Medium size, aluminum **$19.95.** Same in pink, yellow, or turquoise **$21.50;** Metal cover **$3.25;** Glas cover **$2.25;** Metal covers in pink. yellow or turquoise **$4.00.**
FP-ST — Standard size, aluminum **$16.95.** Metal Cover **$2.75;** Glass cover **$2.00.**
FPL—Large size, Aluminum **$23.95.** Metal cover **$4.25;** Glass cover **$3.25.**
FPS—Super size, Aluminum **$26.95.** Metal cover **$5.00.**



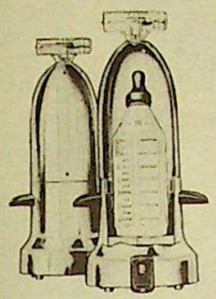
Sunbeam T20
Radiant Control Toaster
Completely automatic! Bread lowers itself, toast rises silently. Exclusive radiant control heat gives you uniform toast every time. Easy-to-clean hinged crumb tray. Reheats cold toast without burning. Extra sturdy construction for long life and beauty. LIST **$28.50.**

Sunbeam C30
Automatic Coffeemaker
Nickel and Chrome plated, inside and out. New Vacuum principle forces all water to top for perfect coffee without dilution. Makes 1 to 10 cups and keeps it hot. RETAIL **$38.95.**
C22—Chrome service set. Creamer, sugar, tray **$19.95.**
12-5153—Stainless Steel filter. **$2.65.**

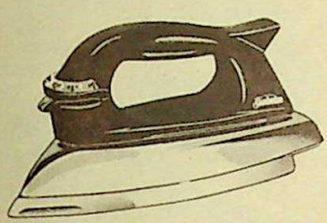
Sunbeam AP
Electric Percolator
Nickel and Chrome plated, inside and out with stainless steel tube and pump. Strength-selector dial gives you coffee just the way you want it. Signal light goes out when done—then keeps it hot until you're ready to pour. 8-cup capacity. RETAIL **$27.95.**
AP10. 10-Cup. **$29.95.**

Sunbeam E2
Automatic Egg Cooker
Cooks one to six eggs automatically . . . shuts off when eggs are done. Calibrated measuring tube . . . just set for very soft, medium, hard or any preferred degree in between. Egg poacher attachment poaches one to three eggs exactly as desired. Easily cleaned. RETAIL **$15.95.**
C95CH Egg Poacher Attach. **$1.60.**

Sunbeam



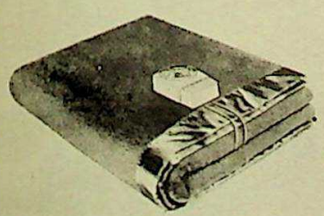
Sunbeam B2
Automatic Bottle Warmer
Automatically warms Baby's bottle. Exclusive calibrated measuring tube . . . set for amount of water for quantity of liquid to be warmed. Bottle and contents warm evenly and shuts off automatically. Nipple is sterilized at the same time. No more guess work . . . no watching or testing. RETAIL **$15.95.**



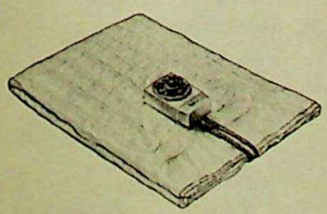
Sunbeam A11
Lightweight Dry Ironmaster
Lightest weight iron of its kind for easier ironing—only 2 lbs. Fast, even heating, hot in 20 seconds. Thermostatic control maintains accurate heat over entire soleplate. Convenient Heel Rest. RETAIL **$11.95.**
A12—3¾ lb. model. **$12.75.**

Sunbeam S4
Steam or Dry Iron
All-over cushion of rolling steam —with Steam-Flow Vents' Heats faster—hot in 30 seconds, steam in 2 minutes. No-rust, stainless steel tank. Holds more water for extra long ironing. Button nooks speed up ironing. Only 3 lbs. Fabric-selector dial. RETAIL **$17.95.**

Lady Sunbeam HD
Automatic Hair Dryer
Quicker, easier, more confortable' Just set dial, controlled heat dries hair in minutes, leaving your hands free. No heat on face or neck, no wires in cap. Adjusts to various hair types and head sizes. Fully washable cap. In Pink, Yellow or Turquoise. RETAIL **$24.95.**



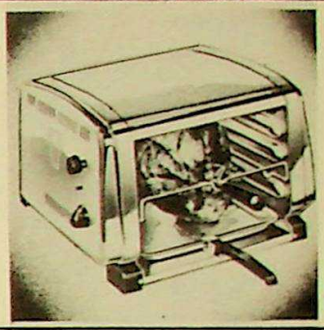
Sunbeam SDB-2
Controlled Comfort Electric Blanket
Greater luxury with greater Nylon content. Fully washable even by commercial laundry. Non-allergic and shrink-resistant. With pilot light dial. Fits single or double beds. In Yellow, Green, Rose or Blue. Single control. RETAIL **$34.95.** With Double controls. **$41.95.**



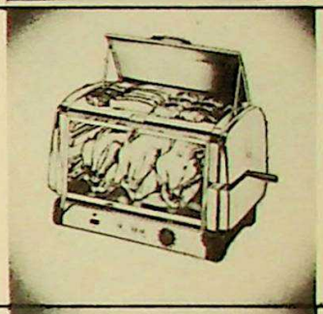
Sunbeam SDS-1
Electric Bed Covering
Maintains warmth despite change in room temperature. Sanforized percale fabric and waterproof wiring for complete washability. Fits double or single beds. Interchangeable controls. Single control. LIST **$24.95.** With dual controls. **$32.50.**

BLACK ANGUS

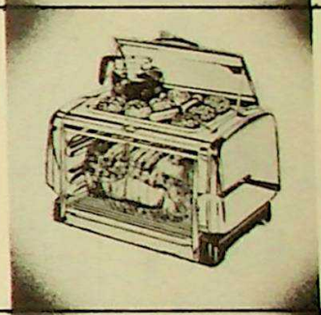
Black Angus S-2
"Newport"
Rotisserie-Broiler
A compact beauty, triple Chrome plated, wonderfully engineered. Meat bastes itself, seals in juices and nutrients. Makes every morsel a mouth-watering treat. Automatic Infinite Heat Control. Front-to-back spit for easy handling. RETAIL **$59.95.**



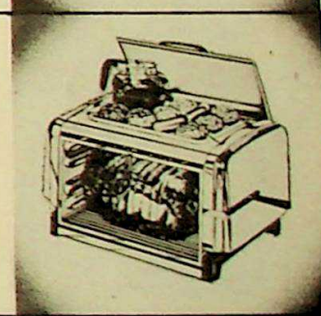
Black Angus S-7R
"Monte Carlo"
Automatic Rotisserie-Broiler
Automatic push-button heat control gives you accurate cooking temperature. Cook-O-Meter indicator. Timed Outlet. With automatic timer dial. Glass splatter door lets you "watch" your roast. Triple Chrome Plated. 24" x 15" x 15½". RETAIL **$89.95.**



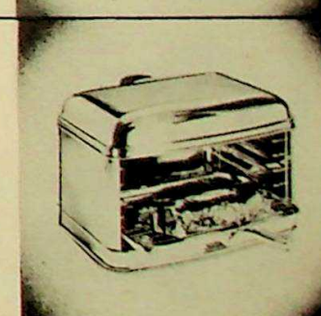
Black Angus S-6
"Holiday"
Rotisserie-Broiler
Large, family-size that holds an 18 pound turkey, a 22 pound roast, 20 hamburgers. Cook-O-Meter indicator. 2-hour timer. Infinite Heat Control and Tubular Rod Heating element assures accurate and even heat. 24" x 15" x 15½". RETAIL **$79.95.**



Black Angus S-5
"Lido"
Rotisserie-Broiler
Refresh your menus with mouth-watering roast or barbecues. Range type infra-red heating element. Infinite Heat Control. 2-hour timer shuts off current automatically. Chrome plated satin finsh. 24" x 15" x 15½". RETAIL **$69.95.**



Black Angus 27
"Twenty-Seven"
Infra-Red Broiler
Perfect for baking, barbecues, frying, toasting, grilling, roasting, broiling and broiling. Four adjustable cooking positions. Infra-red heating element. Cast aluminum well-and-tree platter-tray. 16½" x 12½" x 12¾". RETAIL **$36.00.**

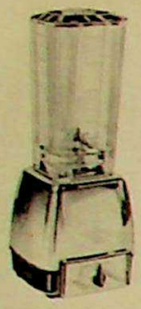


Black Angus S-1
"Traveler"
Infra-Red Broiler
Perfect traveling companion on vacation trips. Travels anywhere — anytime. Cooks whole meals; makes coffee at one time. Burner top directly over tubular rod element. 3 adjustable cooking levels. Large capacity. RETAIL **$20.95.**

Universal

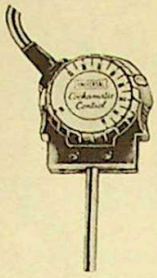
The man who trusts men will make fewer mistakes than the man who distrusts them.

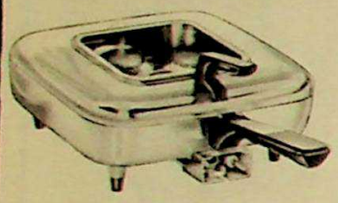
. . . Count Cavour



Universal 6405
Mixablend
Turn your leftovers into delicious sandwich spreads. Make baby foods more tempting. Makes frosty milk-shakes, purees soups. 4-blade serrated-edge stainless cutters mixes, chops, blends or purees. Chrome base with Pyrex container. RETAIL **$47.95.**
6406—Copper Base. **$49.95.**

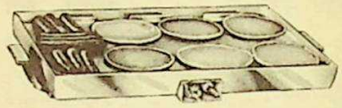
Universal 8250
Cook-A-Matic Control
Just one control fits all. Amazing Cookamatic Control gives absolute, accurate temperature to preserve nutritive elements and guarantees success every time. Unplugs to leave appliances 100% washable, safe under water. With 6 ft. attached cord. 110-120 volts, AC. RETAIL **$6.95.**

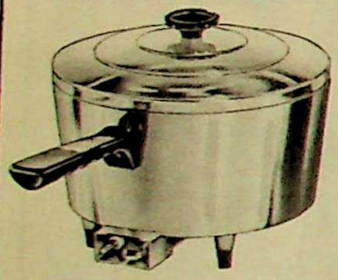




Universal 8244
Cookamatic Frying Pan 11½"
Extra roomy family size frying pan that fries, simmers, pan-broils or bakes automatically. Heats evenly clear to the corners. With "Peek-in" cover vented. Cool plastic handle and feet. 1150 watts. RETAIL **$19.95.**
8234—10½" pan **$16.95.**
Above units also available with solid vented cover.

Universal 8280
Cookamatic Griddle
Extra big even-heating 10¼ x 15" griddle fries, grills variety of meats, vegetables, pancakes, hors d'oeuvres automatically. Easily portable for indoors or outdoors. Beautiful traytype grill that can be used as a service piece. Water-sealed heating. 1320 watts. RETAIL **$16.95.**





Universal 8260
Cookamatic Saucepan 3 Qt.
Handsome and efficient as a chafing dish, cooks food without scorching. Preserves vitamins and nutritious values of vegetables, meats, stews and desserts. Looking-cooking foods simmer without scorching. Completely immersible in water. RETAIL **$14.95.**
8270—5 qt. **$18.95.**

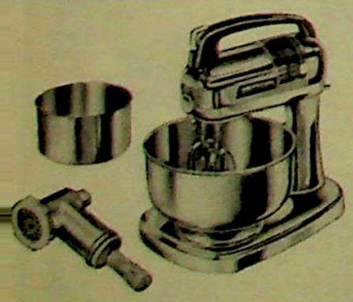
Universal 8920
9-Cup Coffee and Tea Maker
High speed unit boils up to 9 cups of liquid quick as a flash for instant coffee, cocoa, bouillon, etc. Special tea ball on chain. Made of polished stainless steel and tarnish-resistant copper. 6 ft. detachable cord. 1000 Watts, 110-120 volts. RETAIL **$19.95.**

Universal 4448
8-Cup Coffeematic
Flavor Selector assures strength you like, automatically. Heat Sentinel, Cold Water Pump. Chrome with Ebony Plastic trim. Redi-Lite. Non-Drip Spout. Quality and performance at a new low, low price. Complete with 6 ft. detachable cord. 450-45 W. 110-120 V. AC. RETAIL **$19.95.**

Universal 4460
10-Cup Deluxe Coffeematic
Makes coffee to exact taste preference, signals with Redi-Lite when ready, keeps it hot. Handsome Chrome on extra durable Copper body. Flavor Selector. 6' detachable cord. 110-120 v. AC. RETAIL **$29.95.**
4461—In Copper Finish. **$32.95.**
4458—8-Cup—Chrome. **$26.95.**

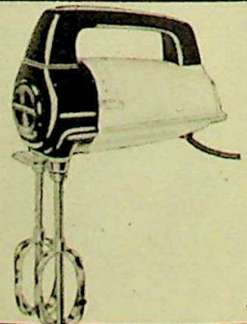
Universal 4435K
5-Cup Coffeemaker
Perks from two to five cups of just-right coffee. Special warming element keeps coffee at drinking temperature without increasing strength until served. Beautiful bright Chrome on Copper. 6' detachable cord. 110-120 V. AC. RETAIL **$19.95.**
4435—Copper Finish. **$19.95.**

Universal 2855
Automatic Toaster
Perfect toast every time. Automatically browns toast to shade you select on the dial. Quick toasting with same degree of browness for breads, rolls, muffins, frozen waffles. Durable Chrome finish for lasting good looks. 6' cord. AC. 110-120 V. RETAIL **$19.95.**
2856—Chrome finish. **$22.95.**



Universal 6228
Food Mixer
Deluxe mixer in gleaming Chrome that saves you kitchen hours. With 10 different mixing speeds. Push-button beater release. Built-in power unit for juicer and meat chopper attachments. 6 ft. attached cord. 110-120 v. AC-DC. RETAIL **$57.50.**
6226—White Enamel Mixer **$47.50.**

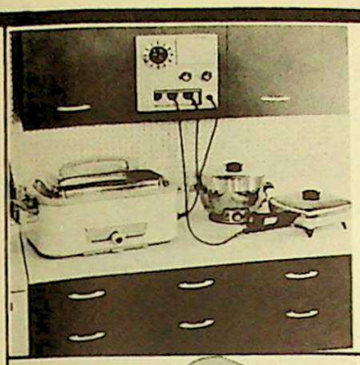
Universal 6230
Hand Mixer
Light, portable, extra efficient, on-the-spot helper goes to any pan or bowl. Does every mixing job with 5 powerful speeds. Finger-tip speed control. Push-button beater release conveniently ejects beaters to eliminate tugging. 6 ft. attached cord. 110-120 v. AC/DC. RETAIL **$18.95.**



The chain of wedlock is so heavy that it takes two to carry it — sometimes three.

. . . Alexander Dumas

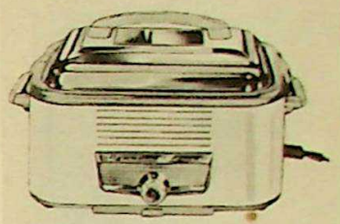
Westinghouse



Westinghouse AAC-561
Automatic Appliance Center
Offers all the current and outlets you need—five appliance circuits, electric clock and timer makes any one of three circuits automatic. RETAIL **$99.95.**
AAC-571 "In-the-wall" unit, 14" w, 4" d, has 4 circuits— **$64.50.**
AAC-572 less automatic "on-off timing features. **$34.50.**

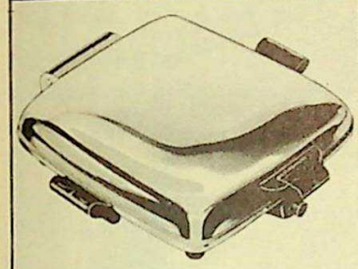
Westinghouse RO-541
Roaster Oven

Cooks whole meal at once, bakes, roasts. Look-in lid lets you check food wtihout heat loss. Portable, easy to clean, 5 pc. glass ovenware dish set included. White, aqua, pink or yellow finish. 23½" w, 15¾" d, 12½" h. RETAIL **$49.95.**
RC-611 Cabinet for above **$24.95.**



Westinghouse EFP-572
Automatic Fry Pan
Convenience square pan capacity, easy fool-proof washing, "spread-even" heat distribution, sure-grip handle. RETAIL **19.95.** Copper-tone metal cover **$3.50.**
EFP-551—Same as above with open safety handle **$23.95.** Coppertone metal cover **$4.00.** Glass cover **$3.00.**

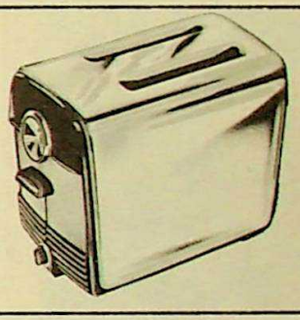
Westinghouse FF-531
Cook-N-Fryer
Exclusive flared bowl shape, provides larger open area above the fat line, transparent 3-color dial, signal light glows when current is on, heat shield in base, Unitherm thermostat for accurate heat control, spun aluminum fry basket. Detachable cord, 6 qt. capacity. RETAIL **$29.95.**



Westinghouse SGWB-521
Grill 'N Waffler
Automatic heat control eliminates all guesswork, turn heat control dial to desired setting, grids easily changed without screws or bolts, large grid area provides extra space for more food at one cooking, grids treated with non-sticking silicone compound, cool black plastic handles. RETAIL **$33.95.**

Westinghouse TO-5422
Automatic Toaster

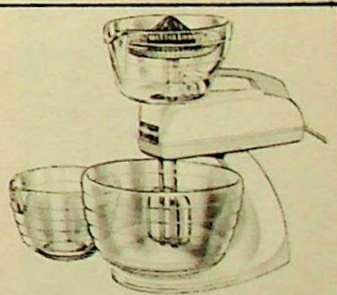
Exclusive winking action thermostat controls time and temperature, "winks" on and off to give you exactly the kind of toast you selected, color control dial, extra lift-up, built-in handles, hinged crumb tray. Chrome. RETAIL **$19.95.** Aqua, pink, yellow or white **$21.95.**

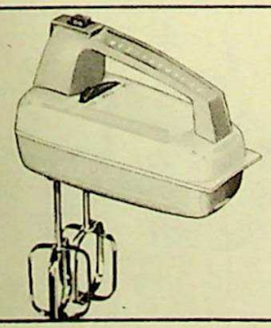


Westinghouse PE-552
Standard 10 cup Coffeemaker

2-heating elements enables it to begin percolating in 45 seconds, after percolation, element continues to keep coffee warm, snap-action thermostat, no-drip spout. RETAIL **$21.95.**
PE-561—"Deluxe" 10 cup coffeemaker completely automatic. Chrome finish. **$29.95.**

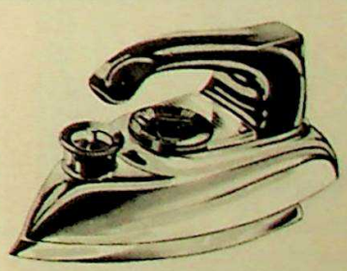
Westinghouse CM-571
Deluxe Food Mixer
Deluxe mixer now comes complete with, new easy-to-attach knife sharpener and juice attachments. Mix dial up front offers juice, blend, cream, beat and whipping speeds and 14 other speeds. Removable head. Mixes anywhere. Pop-out beater ejectors. 3¾ and 1½ qt. Pyrex bowls included. RETAIL **$59.95.**

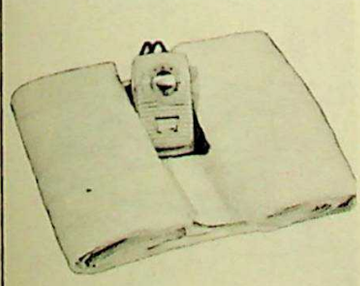




Westinghouse PM-561
Portable Mixer
Extra power for heavy-duty mixing, exclusive stop-n-go switch, pop-out beater ejector for easy cleaning, slot in bottom of mixer head provides convenient wall hanger. White, pink, yellow or aqua with white. RETAIL **$19.95.**
DM-571 — "Mix-R-Mates" as above with stand & drink blender **$27.95.**

Westinghouse IS-5214
Steam or Dry Iron
Open handle steam iron saves time and effort of sprinkling, permits you to iron when you please, saves its cost many times over in fewer pressing bills, safeguard delicate farbics. RETAIL **$16.95.** In Deluxe coppertone **$18.95.**
ID-5131—Dry iron **$13.95.**





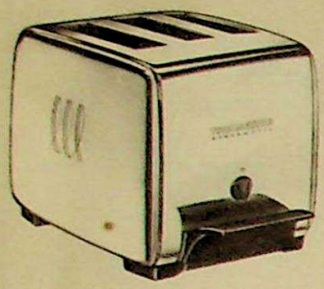
Westinghouse ES-571
Electric Sheet
Double Bed, Single Control
For the ultimate in sleeping comfort. Controlled, automatic warmth to guarantee a pleasant night's sleep no matter what the temperature—inside or out. Lightweight yet constantly efficient . . . RETAIL **$19.95.**
ES1572—As above but double bed, dual control **$24.95.**

Westinghouse EB-571
Deluxe Electric Blankets
Double Bed, Single Control
Those who sleep through the night, completely relaxed and comfortable —no matter what the temperature, indoors or out, sleep under these automatic, trouble-free electric blankets. RETAIL **$34.95.**
Twin Bed, Single control **$29.95.**
Double Bed, dual control **$39.95.**
King-size, dual control **$69.95.**

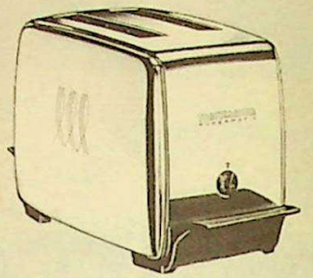
Toastmaster

The man who wastes today lamenting yesterday will waste tomorrow lamenting today.

. . . Philip M. Raskin

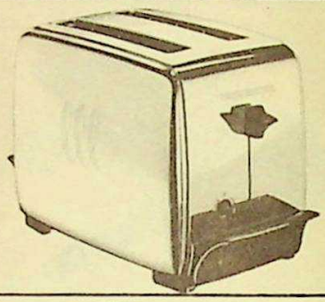


Toastmaster 1C4
"Powermatic"
3-Slice Toastmaster
No levers to push—powerful electric motor lowers bread and starts it toasting, then serves it up, all by itself. Toast control dial. Exclusive Superflex Timer. Easy to clean crumb tray. Long-life elements. 110-120 volts. AC. RETAIL **$34.95.**

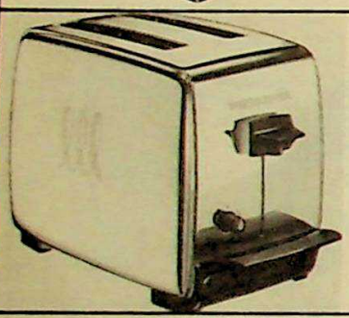


Toastmaster 1B16
"Powermatic"
2-Slice Toaster
Bread is lowered, toasted, served up automatically. Toast one slice in any slot. Set dial for color of toast desired, Superflex Timer assures perfect results. Toasting action can be stopped at any time by pressing toast control dial. AC. RETAIL **$28.95.**

Toastmaster 1C5
"Triplette"
3-Slice Automatic Toaster
Designed and priced for today's larger families. Makes perfect toast—1, 2, or 3 slices at a time. Beautiful modern design in Chrome with bakelite handle. Exclusive Superflex Timer. Toast control dial. 110-120 volts. AC only. RETAIL **$28.95.**

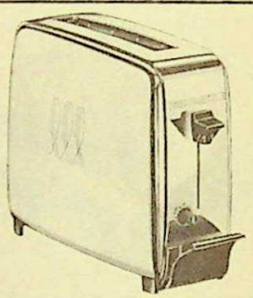


Toastmaster 1B21
2-Slice Automatic Toaster
Here's a terrific value—this compact, fully automatic toaster built with Toastmaster precision. Available at an amazing low price. Up to 40% smaller yet full-size in performance. Superflex Timer assures uniform toasting. Chrome with cool handles. 110-120 volt. AC. RETAIL **$16.95.**

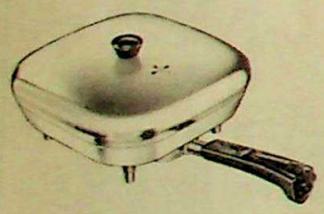


Toastmaster 1B22
2-Slice Automatic Toaster

This smartly styled new toaster is a dream in Chrome, with Black and Gold handles. It is as efficient as it is attractive. Fully automatic. Toast Control knob. Superflex Timer. Long-lasting elements. 110-120 volts. AC or DC. RETAIL **$18.95.**

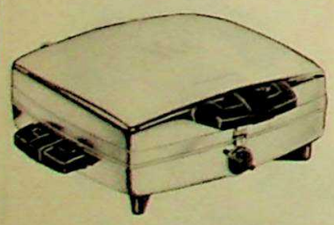


Toastmaster 1A6
1-Slice Automatic Toaster
The perfect answer for a small family, the person living alone, and those who appreciate the unusual. Fully automatic—just drop in bread and press handle down. Toast control knob. Superflex Timer. Durable, easy-to-clean Chrome plating. 110-120 volts. AC. RETAIL **$15.95.**

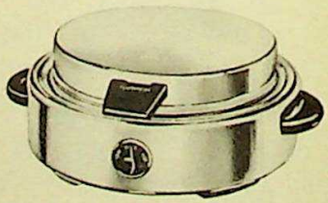


Toastmaster 8A1
11" Automatic Fry Pan
Thermostatically controlled for even heat gives you quick, carefree cooking. Easy-to-set control knob. Highly-polished aluminum. 110-120 volts. AC only. 6 ft. cord. RETAIL **$19.95.**
8B1—12" Extra large pan. **$24.95.**
8A1-A2—11" Vented cover. **$3.25.**
8B1-A2—12" Vented cover. **$4.25.**

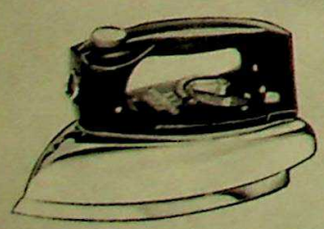
Toastmaster 5D1
Automatic Coffee Maker
Brews the most flavorsome coffee. Makes 3 cups or 10, mild, or strong, as you select. "Flavor Dome" cover spreads water evenly. Dual elements with dual control. Bakelite cover knob—no glass to break or burn fingers. Chrome plated. 110-120 volts. AC only. RETAIL **$29.95.**



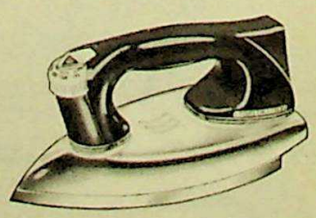
Toastmaster 2D3
Automatic Grill Waffle Baker
Here's a grand idea for informal entertaining. Bake big, golden waffles, serving for 4 at a time. Fry tasty hamburgers, bacon, eggs, etc., toast sandwiches all right at the table. Interchangeable grids for waffles and grilling. Long-life elements. 110-120 volts. AC. RETAIL **$34.95.**



Toastmaster 2D2
Automatic Waffle Baker
This beautiful waffle baker is hard to beat for waffles of dependably uniform perfection. Siltect treated non-sticking grids. Long-life elements, balanced to cook both sides uniformly. Accurate temperature control with signal light. 110-120 volts. AC. RETAIL **$21.95.**



Toastmaster 4B2
Automatic Steam & Dry Iron
Perfect results are assured, quickly and so easily. Easy-to-read fabric selector dial. Dependable thermostat maintains safe, uniform heat. Polished aluminum sole-plate with multiple steam vents. Chrome-plated. 7 ft. attached heavy-duty cord. 110-120 v. AC. RETAIL **$16.95.**



Toastmaster 4A4
Automatic Lightweight Dry Iron
Streamlined design, accurate heat control and uniformly heated, polished aluminum sole-plate, with cast-in elements. It's light in weight, perfectly balanced and heats in a hurry. Speed ironing chores. Easy-to-read fabric selector. 7 ft. cord. AC. 110-120 volts. RETAIL **$11.95.**

The greatest pleasure in life is doing what people say you cannot do.

. . . Walter Bagehot

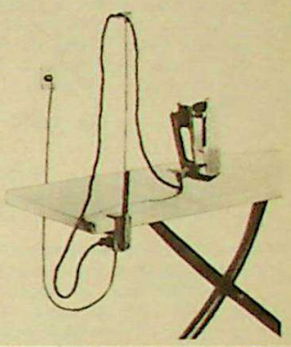
PROCTOR

Mary Proctor 91 60050
Hi-Lo Back-Saver
Ironing Table With Wheels
Super Deluxe model. Easiest to open and to close . . . easiest to adjust for sitting or standing. New contour curved gold finish legs for more knee room; wheels for easy moving. Perforated steam vent top for cooler ironing. White enamel top, turquoise wheels, tips. RETAIL **$16.95.**

Mary Proctor 71 60000
Hi-Lo Back-Saver
"Economy" Ironing Table
Three-Tone "Economy" model manufactured by the pioneer in sit-down ironing. Has finger-touch, automatic adjustment to any height, 24" to 36", for relaxed ironing. Lemon yellow steam vent top with silver-dust grey legs and turquoise rubber tips. Lightweight, sturdy steel. RETAIL **$10.95.**

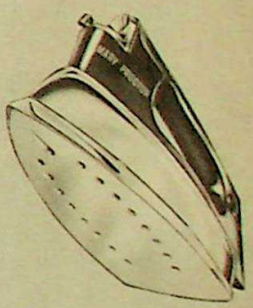
Mary Proctor 10-C-3
DeLuxe "Zedalon" Foam-Puf Pad Cover and Foam Pad Set
America's most scorch-resistant ironing table cover and pad. Zedalon fabric is soft; gentle on delicate materials; resists steam and most heat. Fits all standard size ironing tables — drawstring construction. Snow white with woven blue stripes. RETAIL **4.95.**
7C2 With "Stay-Smooth" pad. **$3.95.**

Mary Proctor 51
"Cordminder"
Ends mussed ironing, leaves both hands free to iron. Keeps cord out of the way. Six-foot extension cord lets you iron where it's most convenient. Folds flat along ironing table edge for quick, easy storage. Turquoise baked enameled steel mast, coiled spring and clip. Handy helper for the neat homemaker. RETAIL **$2.95.**

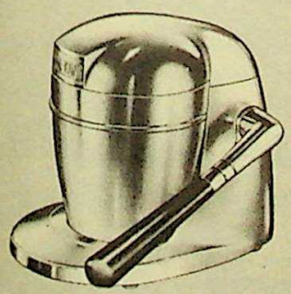


Juice King

Juice King JK-30
Juicer
Smart, modern, easy to clean. Unique "single-stroke" handle cuts operating time in half—means more juice faster, easier, ideal for kitchen where space is at a premium. Sturdy construction, steel handle encased in rubber for durability. Chrome and Enamel, White or Red. RETAIL **$9.95.**



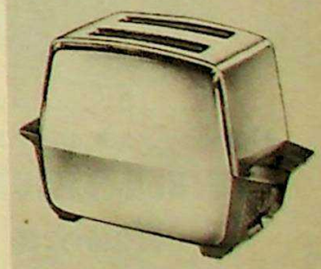
Mary Proctor 993
Steam and Dry Iron
The only iron with 17 steam vents, sensibly distributed all around the sole-plate . . . gives more steam, more quickly. Completely new, brilliant result of 10 years research. No splash or sputter. Surprisingly light (under 3 lbs. empty). Iron can be placed right under faucet; easy to fill. Cool fabric dial easy to see and regulate. RETAIL **$16.95.**

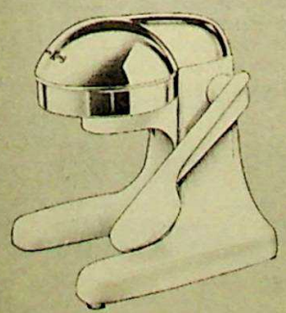


Juice King JK-35
Juicer
Tops in home juicer efficiency. One turn of "single stroke" handle and the juice flows into the cup. Does the job in half the time with half the effort. Sturdy construction, features aluminum cup, encased steel handle. Chrome and Enamel finish, White or Red. 7¼" w, 6" l, 7¾" l. RETAIL **$8.95.**

Mary Proctor 1485
"Family" Model
2-Slice Electric Toaster
Makes more toast, more quickly . . . equivalent to a 4-slice toaster, yet costs less than many 2-slice toasters. Fully automatic, toasts instantly . . . any kind of bread, even frozen. Exclusive color guard.

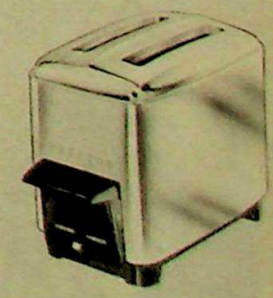
Two-tone brown plastic handles with gleaming chrome. RETAIL **$19.95.**





Juice King JK-15
Juicer
Never before a "single-stroke" juicer at this low price. Ideally compact and easy to clean with smooth flowing lines, sturdy construction, gleaming chrome and enamel to blend with most modern kitchens. Available colors: White, Red or Yellow. 7¾" w, 7" w, 7" l. RETAIL **$6.95.**

Mary Proctor 1490
"Deluxe" Model
2-slice Electric Toaster
Here's your best buy . . . handsomely designed, fully automatic. It toasts instantly. Fully guaranteed by Proctor, the pioneer in electric toaster. Outperforms toasters costing much more. Toasts any kind of bread, even frozen. A.C. only. Completely thermostatic automatic pop-up. RETAIL **$14.95**



DURALUX

Freedom is not worth having
if it does not connote freedom to err.
. . . Mahatma Gandhi

DURALUX *Pride* FULLY AUTOMATIC 15 CUP Coffee Maker

KEEPS THAT "JUST-MADE" FLAVOR RIGHT DOWN TO THE 15th CUP!

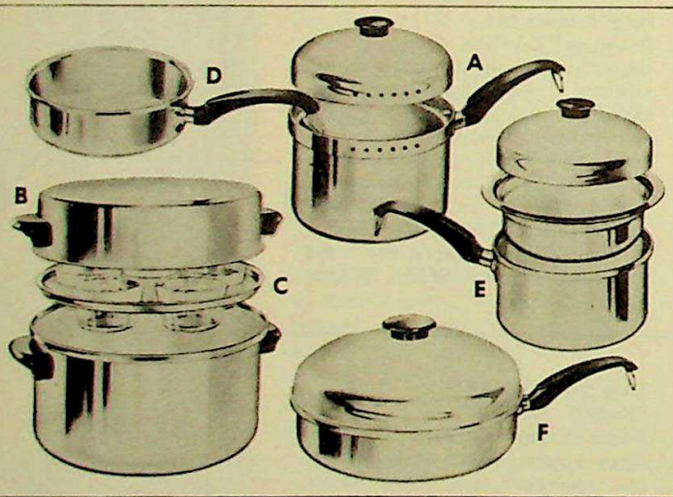
Largest capacity, superbly styled fully automatic coffee maker. Flavor-Dial selector for exact strength desired. Signal-Lite glows when coffee is ready. Two thermostatically controlled elements. One does the brewing. The other keeps coffee at serving temperature all day. Gleaming chrome finish over extra-thick aluminum for longer life. Easy-to-clean seamless construction. Drip-proof spout. Fully Guaranteed.

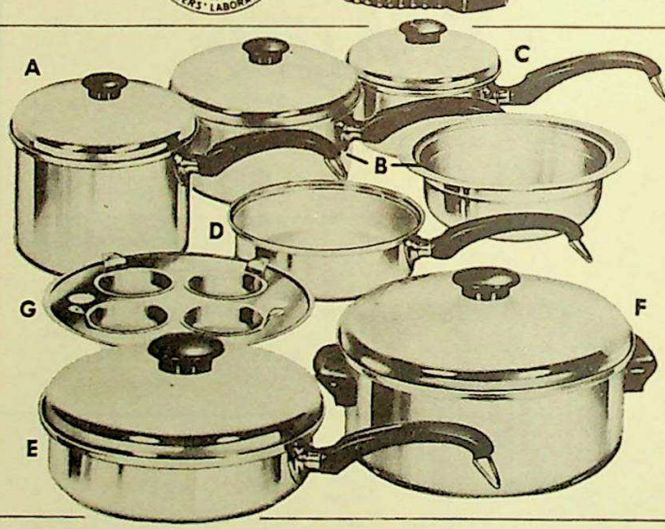
No. 1640 Retail $29.95

DURALUX 10-CUP Automatic COFFEE MAKER

Starts perking less than a minute. Perks 3 to 10 cups of flavor-rich coffee. Automatic controls brew the coffee then keep it at correct serving temperature. Brightly polished aluminum decanter with tarnish-proof anodized gold trim on base and cover. No-drip spout. Seamless construction. 1-yr. Guarantee.

No. 1612 Retail $21.95





Honor-Craft DELUXE 16-Pc. MATCHED SET

TRIPLE-THICK ALUMINUM 'Waterless' Cookware

TRIPLE THICK

Extra-thick scorch and burn-proof triple-thick aluminum ware. Heats quickly-evenly. Cleans easily. Cooks the modern natural-flavor and vitamin saving 'waterless' method. You get (A) 3-Qt. Safety Drain Cover Sauce Pan, (B) 5-1/2-Qt. Dutch Oven with Casserole Cover, (C) 5-Pc. Egg Poacher Unit, (D) 1-1/2-Qt. Fryer, (E) 3-Pc. 2-Qt. Combination Cooker and (F) 11" Covered Fryer. Guarantee Certificate and Cook Book included.

S–210 Retail $29.95

Custom-Craft MATCHED 17-Pc. MASTER SET

TRI-PLY STAINLESS STEEL 'Waterless' Cookware

TRI-PLY WARE

Modern functional designed ware. Famous, pure, tri-ply 18/8 stainless steel with quick-even heating inner core. When used for modern health and time saving 'waterless' cooking this ware preserves natural food flavor as well as vitamins and minerals. Includes (A) 3-Qt. Covered Sauce Pan, (B) 3-Pc. 2-Qt. Combination Cooker, (C) 1-Qt. Covered Sauce Pan, (D) 1-1/2-Qt. Fryer, (E) 11" Large Covered Fryer, (F) 6-Qt. Covered Dutch Oven and (G) 4-Egg Poacher Unit. Guarantee and Cook Book included.

S–311 Retail $69.95

FINGER-BAND Stainless Steel MIXING BOWL SET

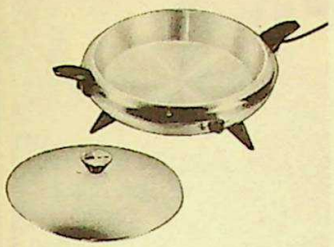
1-Qt., 2-Qt. and 4-Qt. bowls for mixing, storing or serving. Ideal for use with portable electric mixer. Miracle design handles need only one finger to keep bowls steady. Mirror polished outside, satin finished inside. Sealed bead edges for beauty and sanitation. Oven-proof, chip-proof, will last a lifetime.

S–350 Retail $8.50

Show me a man who makes no mistakes and I will show you a man who doesn't do things.

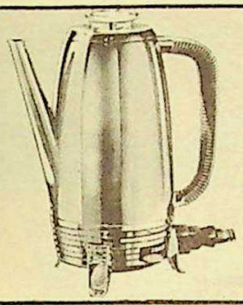
. . . Theodore Roosevelt

CORY



Cory DEC
"Party Chef"
Electric "Cook 'n Server"
Cook 'n serve right on your dining table or buffet. It casseroles, bakes, fries, roasts, chafes, braises, stews, steams, blanches. Heavy gauge aluminum, heat-resistant ebony plastic handle. Automatic thermostat with signal light. Giant 4½ qt. capacity. 18¼" dia. RETAIL **$25.00.**

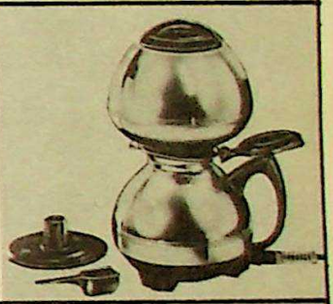
Cory D50P
Automatic Electric
50-Cup Banquet Percolator
Brand new! Perks 10 to 50 cups of flavorful coffee . . . automatically. Ideal for family, parties, banquets. Handy cup markings. Automatic signal light, on-off switch. "See-level" gauge in front. All-nylon 2-way faucet, two handles for easy carrying. RETAIL **$49.95.**



Cory DAP-2
"Crown Jewel" 4-9 Cup Percolator
Sparkling stainless steel and 24K gold base. Automatically brews coffee and keeps it warm. Has Flavor-Selector to automatically control strength of brew and indicator light to signal when brew is finished. Smart raffia type handle. Drip-proof spout. A.C. only, 115 volts. Shipping wt. 5½ lbs. RETAIL **$50.00.**

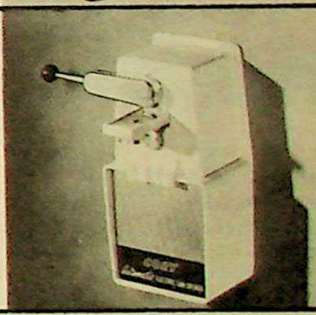
Cory DPP
4-15 Cup Party Percolator
Giant 15-cup capacity new percolator with beautiful chrome finish. Completely automatic. Automatic flavor-selector, signal light, heat-proof handle and base. Perks wonderful coffee to desired strength; signals when coffee is ready; keeps coffee hot automatically. Ideal for parties. A.C. Shipping wt. 4½ lbs. RETAIL **$29.95.**

Cory DPX
"Capri" Automatic
3-10 Cup Percolator
Large capacity new percolator with beautiful chrome finish. Has drip-proof pouring spout, heat-proof handle and base. Brews perfect coffee automatically — keeps it piping hot automatically. The ideal all-purpose family and party percolator. Outstanding value. RETAIL **$21.95.**

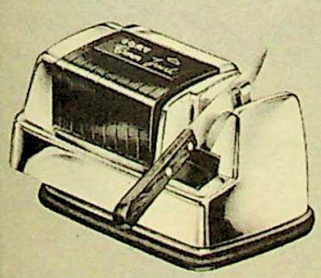


Cory ACB-3
Electric Automatic Coffee Brewer
4-8 Cup Custom Model
Just put water in bottom and coffee in top and plug it in. Brews perfect coffee automatically. Made of sturdy polished stainless steel. No switches, buttons, levers. Has glass filter rod. Appreciated by coffee connoisseurs. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs. RETAIL **$39.95.**

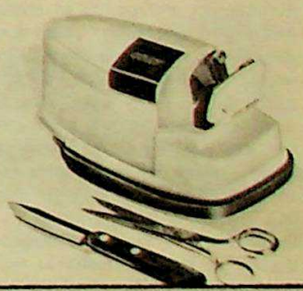
Cory DBB
Instant Beverage Bar
All-purpose automatic electric beverage bar for serving piping hot water for instant coffee, tea, soups. Features 1½ gallon capacity, automatic thermostat for desired heat. Easy-to-clean chrome finish. Odorless and tasteless nylon faucet. Glasslined interior. Homemaker's delight! Shipping wt. 9 lbs. RETAIL **$49.95.**



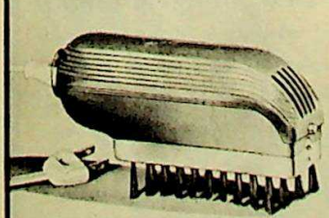
Cory DCA
Automatic Electric Can Opener
New gift appliance for better living, for better giving. Opens big and small cans in matter of seconds! It's fully automatic — starts, turns and cuts can tops, stops, holds can locked in position until needed. Easy to install, simple and safe to use. Changes can-opening from a chore to a pleasure. Uses A.C. only. RETAIL **$29.95.**



Cory MBS-2
"Crown Jewel"
Electric Knife Sharpener
Sharpens any knife quickly, easily, safely. Can't harm any knife because it stops if you press too hard. Does professional job right in your kitchen. Lustrous chrome-like finish in gold and jet black. To use, just press starting button and draw blade along sharpening guide and wheel. RETAIL **$19.95.**



Cory KSS
Combination Electric Knife & Scissors Sharpener
At last! A new electric appliance that does a professional sharpening job on both knives and scissors. Restores original sharpening edge. 2-in-1 unit quickly, easily sharpens any size or any type knife or scissor. Can't harm any blade — automatically stops if you press too hard. RETAIL **$16.95.**



Cory DEB
"Vitabrush"
Electric Hair Brush
New health and beauty aid. Gives professional scalp massage right at home. "100 strokes per day" now a matter of few minutes. Heavy-duty electric hair brush with detachable nylon bristle head for easy cleaning. Alternate rows reciprocate rapidly for vigorous brushing action. RETAIL **$29.95.**

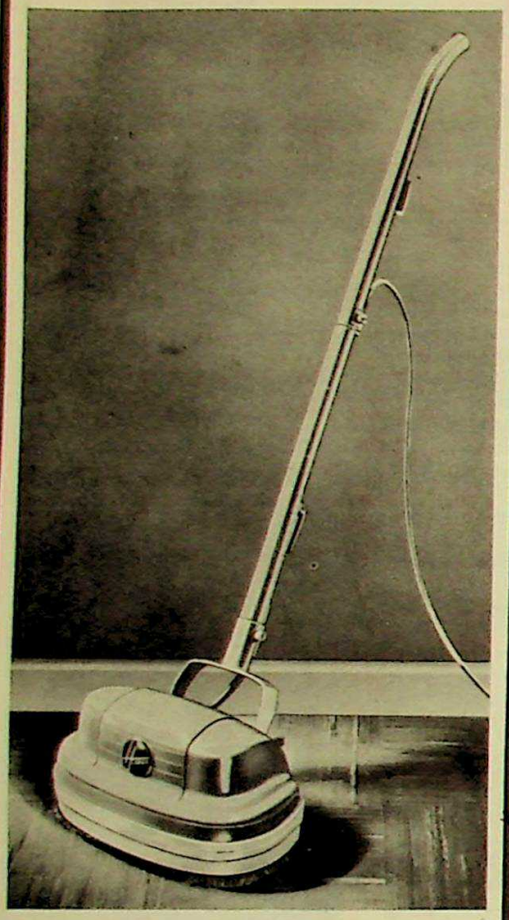
Cory DEG
Electric Coffee Grinder
Grind coffee as you need it. Provides bean-fresh coffee at the flick of a switch. Any degree of grind in any desired amount. Holds full pound of roaster-fresh coffee. Enjoy excellent coffee with that whole-bean flavor. White enamel with black trim. Includes glass measuring cup. A.C.-D.C. UL approved. RETAIL **$29.95.**

Hoover

Every noble work is at first impossible.

. . . Thomas Carlyle

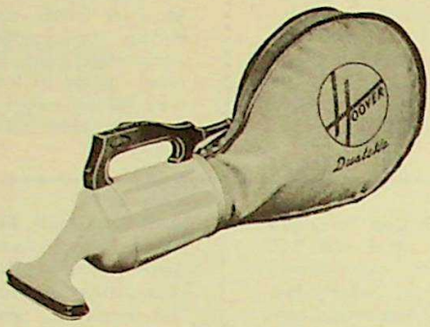
Polisher



Hoover 5450
Floor Polisher
Never before has floor care been so easy and quick. No more "down-on-your-knees" to scrub floors or apply wax. It's all done quickly and easily with this wonderful floor polisher. Hardwood floors and tile floors scrub, wax and polish in minutes instead of hours and floors last years longer. Specially designed motor housing allows polishing under standard cabinet toe space, furniture, and right up to base boards. Anti-splash skirt minimizes splash when used as a scrubber. All moving parts of motor are sealed, never needs oiling. Worm gear drive so there are no belts to wear out or slip. AC-DC. Switch is double pole for extra safety. Located in the base, it is automatically controlled by handle. Polisher will not operate until handle is lowered to operating position. Double insulation at all electrical connections makes this the ideal polisher for wet scrubbing. Brushes are constructed with combination of bristles for scrubbing, applying wax and polishing. RETAIL **$51.32***.

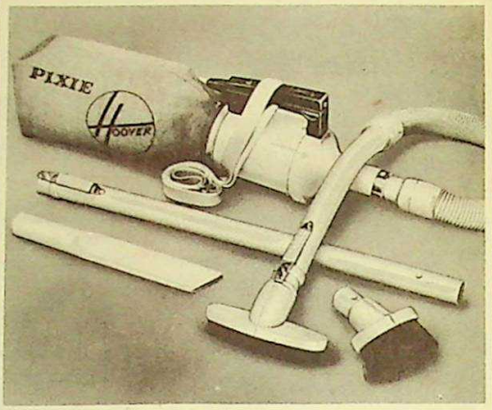
23067—Rug applicator **$1.60 pr.**
34999—Polisher-scrubber brush **$4.30 pr.**
46841—Felt polishing pad **80c pr.**
47028—Lamb's wool buffing pad **$2.60 pr.**
47324—Steel wool pads **$1.00 pr.**

Dustette



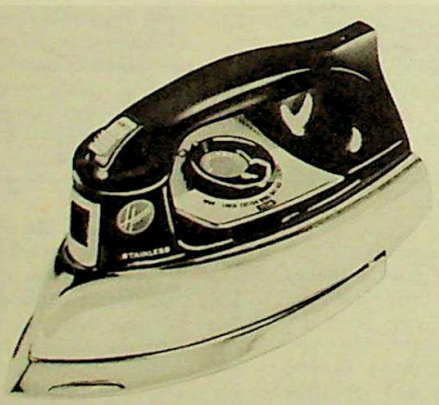
Hoover 2720
"Dustette" Vacuum Cleaner
Sturdy, lightweight construction. Ideal as an auxiliary cleaner for pickup jobs around the house. Easy to store, hangs up out of the way. Stationary brush on nozzle, non-marring rubber furniture guard on nozzle. Switch conveniently located on handy-grip molded handle. Fabric bag has wide mouth for easy dirt disposal. Powerful .08 H.P. motor. RETAIL **$31.95.**

Pixie



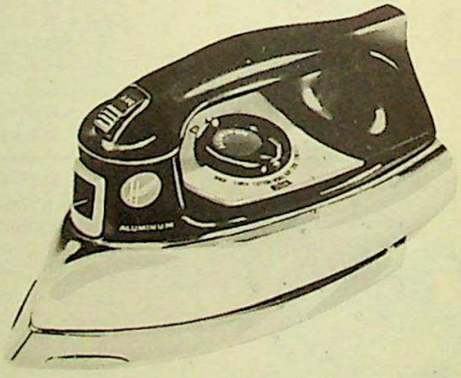
Hoover 2830
"Pixie" Vacuum Cleaner
Powerful, portable suction gets dust, dirt and lint quick! Comfortable shoulder strap supports cleaner. You wear it wherever there's cleaning to be done. Handy thumb switch located in front of handle turns on high speed motor. Produces powerful suction for any dusting job. Large cloth filter bag with internal metal support and an extra large opening for easy emptying. RETAIL **$39.95.**

Stainless Steel IRON



Hoover 4330
Stainless Steam or Dry Iron
Faster, smoother on every fabric. Stainless steel soleplate makes this iron so smooth, so resistant to scratches, snags and stains. "Channeled-Steam" for even over-all steam. Steam stops when iron is placed on heel-rest. Easy to fill and empty thru wide opening. Use tap water in most areas. Kool-zone handle insulates hand from heat. Button-saver tip. RETAIL **$19.95.**

Aluminum IRON



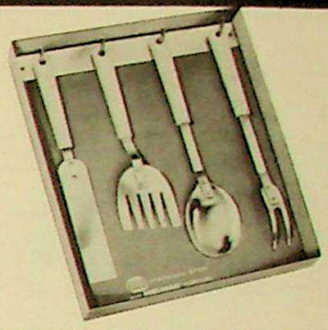
Hoover 4220
Aluminum Steam or Dry Iron
Irons everything easier, faster and better. "Channeled-Steam" assures a film of steam between entire soleplate and fabric. Flick of switch turns from steam to dry ironing. No need to empty water, easy to fill or empty thru wide opening in front of handle. Easy-set dial, button-saver front, insulated Koolzone handle, lightweight. RETAIL **$17.95.**

The secret of success is constancy of purpose.

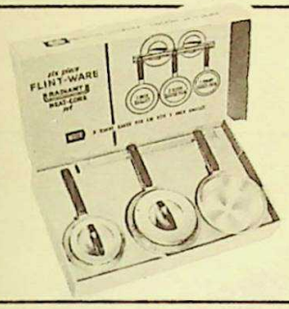
. . . Benjamin Disraeli

EKCO FLINT

Ekco 3277
Kitchen Tool Set
7 pc. Colored Handles
A quality line of flat stalk kitchen tools of stainless steel, yellow, pink or turquoise handle of Melmac or black bakelite, includes potato masher, spatula, slotted spoon, 2 tine fork, pancake turner, sm. turner, 6 place wall rack. RETAIL **$7.98.**



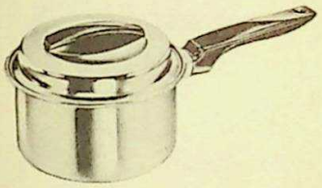
Ekco 3255
Kitchen Tool Set
5 pc. Colored Handles
A quality line of flat stalk kitchen tools created of gleaming stainless steel, yellow, pink or turquoise handle of Bakelite, includes spoon, 2-tine fork, spatula, small turner, 4 place wall rack. RETAIL **$4.95.**



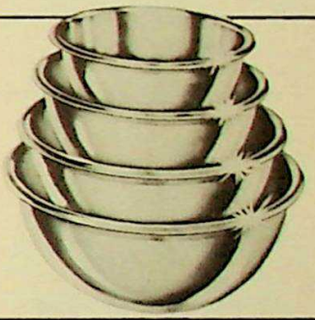
Ekco 7656
Skillet & Sauce Pan
6 pc. Starter Set

Set includes 1 qt. cov. saucepan, 7" open skillet, 2 qt. cov. saucepan, 3 place wall rack. RETAIL **$20.95.**
7659—9 pc. Family set includes 1 qt. cov. saucepan, 2 qt. double boiler, 7" open skillet, 4½ qt. cov. saucepan, 3 place wall rack **$34.95.**

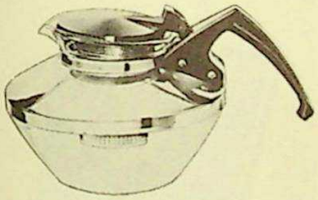
Ekco 7658 Homemaker's 11 pc. Set
Set includes 1½ qt. cov. saucepan, 2 qt. double boiler, steamer inset, 4½ qt. cov. saucepot, 8" cov. skillet, 8 place wall rack. RETAIL **$47.95.**
7657—"Master Deluxe" 12 pc. set includes 1 qt. cov. saucepan, 3 qt. cov. saucepan, 2 qt. double boiler, 10" and 7" skillet without cover, 8 place wall rack, 6½ qt. cov. saucepan. **$58.95.**



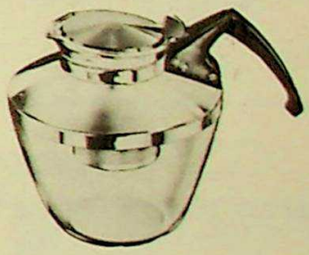
Ekco 7601
Saucepan with Cover
Outer and inner layers of vanadium stainless steel surround the magic radiant heat core to produce finest cooking results, "cool touch" contour handles, self-storing covers, self-basting covers. 1 qt. RETAIL **$5.50.**
7611—1½ qt. **$6.95.**
7612—2 qt. size **$7.95.**
7623—3 qt. size **$9.25.**



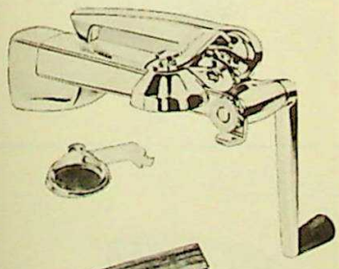
Ekco 6900
Stainles Steel
Mixing Bowls
Ideal as a gift. So handy yet so decorative in any kitchen. 4 pc. set includes 1 qt., 1½ qt., 2 qt. and 4 qt. bowls. RETAIL **$11.95.**
6943—3 pc. set includes 1 qt., 1½ qt. and 6 qt. bowls. **$9.95.**
6945—5 pc. set includes 1 qt., 1½ qt., 2 qt., 3 qt. and 4 qt. bowls. **$14.95.**



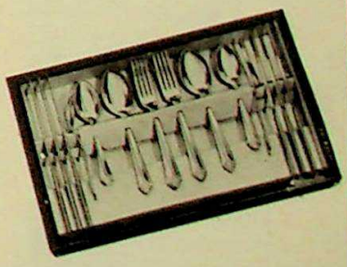
Ekco 6620
8 Cup Tea Maker
Secret of brewing perfect tea is in the exclusive stainless steel "Flavor Control Basket" in every tea maker, thousands of tiny holes permit proper filtering, pyrex glass, hinged cover and heat resistant black bakelite handle. RETAIL **$6.95.**



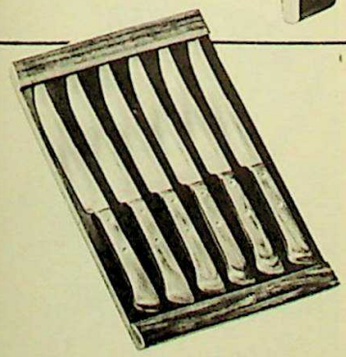
Ekco 6621
12 Cup Tea Maker
Beautifully styled for serving, heat resistant pyrex bowl with stainless steel protective shell for easy cleaning, hinged cover and heat resistant black bakelite handle, exclusive stainless steel "flavor control basket" for perfect brewing, can remove leaves without mess. RETAIL **$8.95.**



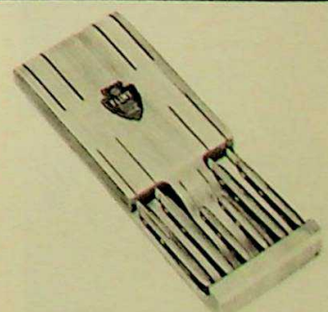
Ekco 891N
Can Opener
Wall-type can openers are beautiful precision-made instruments that will open any size or shape cans, no rought edges left on cans, has positive, one stroke pierce and hold action, chrome plated die cast body. RETAIL **$6.95.**
891NM—Same as above with. lifetime ceramic magnet. **$7.95.**



Ekco 8727
26 Pc. Tableware Set
A complete service for 6, includes 6 each knives, dinner forks, dessert spoons, teaspoons, 1 each sugar shell and butter knife, Keepsake pattern, stainless steel, "crystal-gleam" finish never needs polishing, packed in pink and black frame vue box. RETAIL **$10.95.**

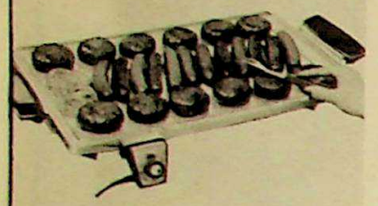


Ekco 7002
6 Pc. Steak Set
Six 5" serrated No. 737 steak knives, hi-arc stainless steel blades with Pakkawood handles, anchor-fast nickel silver compression rivets, Pakkawood handle resist chipping, stains, cracking, burns, moisture, food bacteria and acids, 6 place walnut finish Hardwood tray. RETAIL **$11.95.**

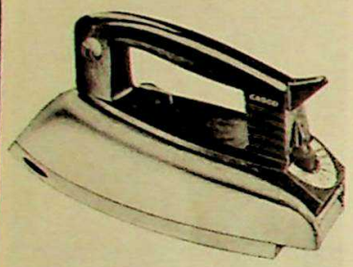


Ekco 7006
6 Pc. Holdster Set
Superb quality knives made of finest stainless steel with vanadium added, lifetime Pakkawood handles, includes 3" paring knife, 5" utility slicer, 8" steak slicer, 8" French cook's knife, 9" roast slicer, 9" serrated bread slicer, plus natural finish Hardwood. RETAIL **$19.95.**

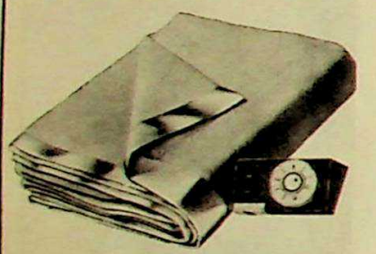
CASCO



Casco K-1
Portable Automatic Griddle
Portable electric griddle with king size capacity, cooks for 2 to 20, indoors or out. Heat control plug maintanis constant heat indefinitely. Completely safely immersible, wash like an ordinary fry pan. Illuminated dial — easy to see and set. 25½" l, 12½" w, 4" h. RETAIL **$27.95.**

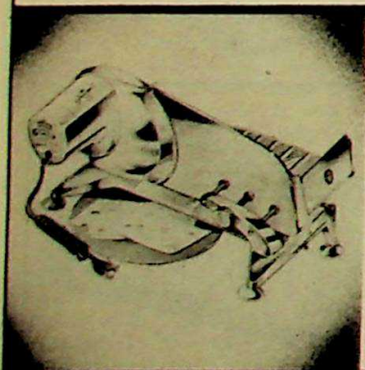


Casco N-4
"Deluxe" Steam and Dry Iron
Excitingly different. At turn of dial it automatically selects correct type of steam plus correct degree of heat for every kind of fabric. Lift-up top fills straight from tap. Air-cooled colored handles. Stainless steel. Choice of Red, Yellow, Blue-green or Ebony. RETAIL **$17.95.**

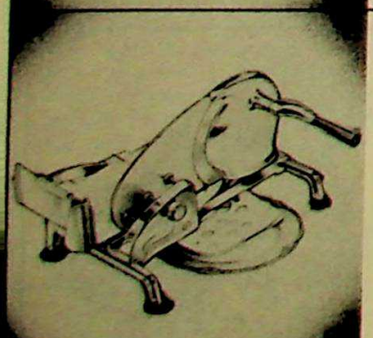


Casco B-606
Automatic Blanket
Warm and comfortable even on the coldest nights. Acrilan added, washes easily, safely, automatically adjusts heat to changing room temperature. Pink, blue, green. Double bed — single control **$34.95.**
B-710 Dble. bed — dual control **$39.95.**
B-502 Twin bed — single control **$29.95.**

General Slicers



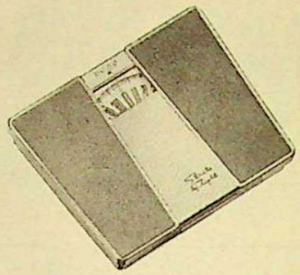
General Slicer 25
Slicing Machine
Does any and every slicing job, meal preparations, party chores, can be accomplished in minutes instead of hours. A gravity feed slicer in gleaming Chrome. 6¼" serrated stainless knife. Scientific right hand feed. Suction cups hold slicer firmly. 8" h, 14½" l, 12" w. RETAIL **$49.95.**



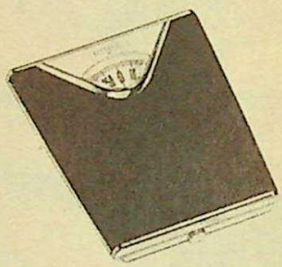
General Slicer 150
Slicing Machine
So thrifty—so handy! For the small kitchen and small budget. Especially designed to meet the great demand for a slicer in the low-priced field. 6¼" blade, gravity feed and pedestal legs. In gleaming Chrome with suction cups that hold slicer firmly. 13" l, 7¾" h, 10" w. RETAIL **$19.95.**

BORG

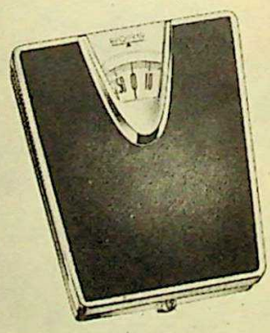
Borg 1600
"Strato-Flight"
Bathroom Scale
Foot-room galore. Side-view design, space-saving shape, giant number dial, non-distortion lens for clear reading. Convenient zero-set, safe easy step-on, safety stabilizers, "soft" dial action for quick, smooth and quiet return to zero. RETAIL **$17.50.**



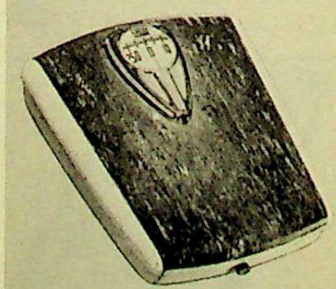
Borg 1500
"Flight"
Bathroom Scale
A beautiful bath scale. Distinctive "panorama dial" sets a new high in readability. Triple plated chrome case, contrasting trim of anodyzed Gold and platform in high-fashion colors, Pink, Blue, White, Black, Yellow or Green. RETAIL **$15.00.**



Borg 4224
"400"
Bathroom Scale
A distinctive styled scale designed to suit the modern home. Precision mechanism with new "rocket" dial head, chrome platform trim, stainless steel head, colored Flexaprene rubber platform. Pink, Blue, White, Black, Yellow or Green. RETAIL **$10.95.**



Borg 8124-C
"800"
Bathroom Scale
Quality bath scale with exclusive coiled-beam mechanism. Provides precise accuracy, clear-view magnified dial, micro zero-set, baked enamel case and trim with colored flexaprene rubber platform. Pink, Blue, White, Black, Yellow or Green. RETAIL **$7.95.**



Before you can score you must first have a goal.

. . . Greek Proverb

REMINGTON RAND - SCHICK
NORELCO - SUNBEAM

Remington Rand 657
"Rollectric"
Electric Shaver
Exclusive Rollectric Roller Comb shaving action protects tender facial skin yet removes the heavy beard and the hidden beard. Gives a smooth, all-comfort shave every time. Outmodes all other shaving methods. AC-DC. Comes in deluxe gift case. RETAIL **$32.50.***

Remington Rand 657-12-110
"Auto-Home Rollectric"
Electric Shaver
Only shaver that works equally well anywhere, in your auto, at home, on train, on plane, motel or hotel. Wherever you go, the world's closest, most comfortable shaves go right along with you. 12 and 110 volts. RETAIL **$34.50***.
657-6-110—6 & 110 volts. **$34.50***.

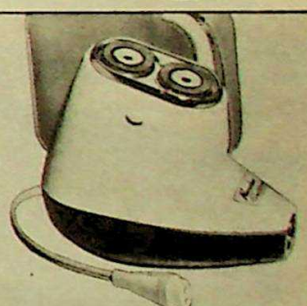
Remington Rand 207
"Princess"
Lady Electric Shaver
Wonder "Beauty-Care Action". 8 shaving edges. Shaves up, shaves down, no need to switch from one side to another for underarms and legs. Exclusive Guard Comb. AC. In beautiful Pink, Sea Spray, and Moonglow. A perfect gift for your lady fair. RETAIL **$17.50***.

Schick 77
"Powershave"
Men's Electric Shaver
Designed to shave with full-contact on every curve of the face. New Flip-open whiskits for easy cleaning. Super-power rotary motor. 110-120 volts, AC/DC. In Deluxe travel case. Choice of White, Desert Tan, Forest Green or Royal Black. RETAIL **$31.50***.

Schick 21
"Varsity"
Men's Electric Shaver
First and only electric shaver specially engineered for young men. Big Whiskaway shaving head. Snap-on Beard Catcher Whiskit makes cleaning a breeze. AC Magna-Matic motor. 110 volts. In Red, Blue, Green Charcoal Whiskit colors. RETAIL **$17.50***.

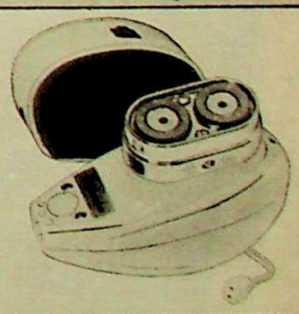
Schick 16
"Sophisticate"
Lady Electric Shaver
Every Lady Schick has the exclusive "Gentle-Action" head with two sides, one side for satin-smooth leg shaving, other for underarm. Black, with bands of Blue and Gold. In stunning "Hat Box" case. RETAIL **$17.50***.
17—"Oriental" Red. **$17.50***.

Schick 10
Star Design Lady Electric Shaver
Proven the first choice of women for feminine grooming. Gentle-Action head with two sides. Lightweight, only 5 ounces. 110 volts, AC motor. In Rose or Aquamarine with luxurious carrying case. RETAIL **$14.95***.
14—"Ballerina" design. **$16.50***.
15—"Forget-Me-Not". **$16.50***.



Norelco SC-7900
"Speedshaver" Electric Shaver
With Flip-Top Head
Razor blade closeness with the exclusive comfort of rotary blades. Push button "flip-top" shaving head for instant cleaning. Contoured skin stretcher rim. 90-130 volts, AC or DC. A perfect gift in a beautiful two-tone travel case. RETAIL **$24.95.**

Norelco SC-7777
"Sportsman"
Battery Electric Shaver
Shaves anywhere—anytime, where house current is not available. Operates on flashlight batteries, plugs into car cigarette lighter with 6 to 12 volt battery. Maroon with battery holder, mirror, adaptor plug, travel case. Less batteries. RETAIL **$24.95.**



Norelco SC-7784
"Lady Norelco"
Electric Shaver
Deluxe twin head rotary grooming aid with the new Speedshaver motor. Shaves underarms and legs without skin irritation. No sharp corners to dig in. Engineered for a lifetime of trouble-free service. Nassau Pink with travel case. RETAIL **$24.95.**

Sunbeam G
"Shavemaster"
Men's Electric Shaver
The electric shaver with a hollow-ground, double-edge blade! Actually gets below the beard line! 16-bar Armature-type AC/DC motor. In White, Tan, Brown, Burg. Gray or Black. RETAIL **$29.95.**
GZ—Same shaver in a Genuine Leather zipper case. **$28.95.**

Sunbeam LS-3
"Lady Sunbeam"
Lady's Electric Shaver
Deluxe feminine styling in the "compact" shape. Lightweight. Micro-Twin heads. New close-shaving cutter design. Noiseless. Beautiful Green, Pink, Black, Blue, Yellow and White in new "French Door" case. 110-120 volts. AC. RETAIL **$17.95.**

**May not be resold below these prices wherever Fair Trade Laws apply.*

1847 ROGERS BROS.

A business, like an automobile,
has to be driven, in order to get results.
. . . B. C. Forbes

Open Stock
All Patterns

PLACE SETTING PIECES	*One Retail*
Teaspoons	$ 1.00
Forks	2.00
Knives	3.25
Viande* Forks*	2.00
Viande Knives*	3.25
Salad Forks	2.00
Dessert or Oval Soup Spoons*	2.00
Round Bowl Soup Spoons*	2.00
Cream Soup Spoons*	2.00
Service Spoons (Soup or Dessert)†	2.00
Spreaders, Butter or Cheese	2.00
OTHER PLACE SETTING PIECES	
After Dinner Coffee Spoons	1.00
Cocktail Forks	2.00
Iced Drink Spoons	2.00
Fruit Spoons*	1.25

* Not available in Flair. * Reg. U. S. Pat. Off. † Flair only.

Flair One of today's most successful expressions of the best in contemporary design. *Flair* pieces are ingeniously curved and proportioned for easy, comfortable handling. *Flair* is the only modern silverplate pattern which provides a completely *balanced* place setting.

52-pc. Service for 8, $99.75*

Heritage Here is richness and depth of detail usually found only in solid silver. The designer's magic has taken the handsome Victorian shape and decoration and given them a clean, modern look. Thus, *Heritage* seems at home in décor of any period.

52-pc. Service for 8, $99.75*

Daffodil The clean, beautifully molded flower motif is a product of the finest modern design. Like its three distinctive companion patterns, *Daffodil* is executed to the high standard of quality which has made 1847 Rogers Bros. fine family silver for generations.

52-pc. Service for 8, $99.75*

Remembrance A romantic design in the spirit of today yet with the flavor of the past, *Remembrance* probably owes its continuing popularity to the pleasing contrast between its chaste floral decoration and its shining plain surfaces.

52-pc. Service for 8, $99.75*

Including Chest

NEW, MODERN FLORAL DESIGN

Beautiful *Springtime*

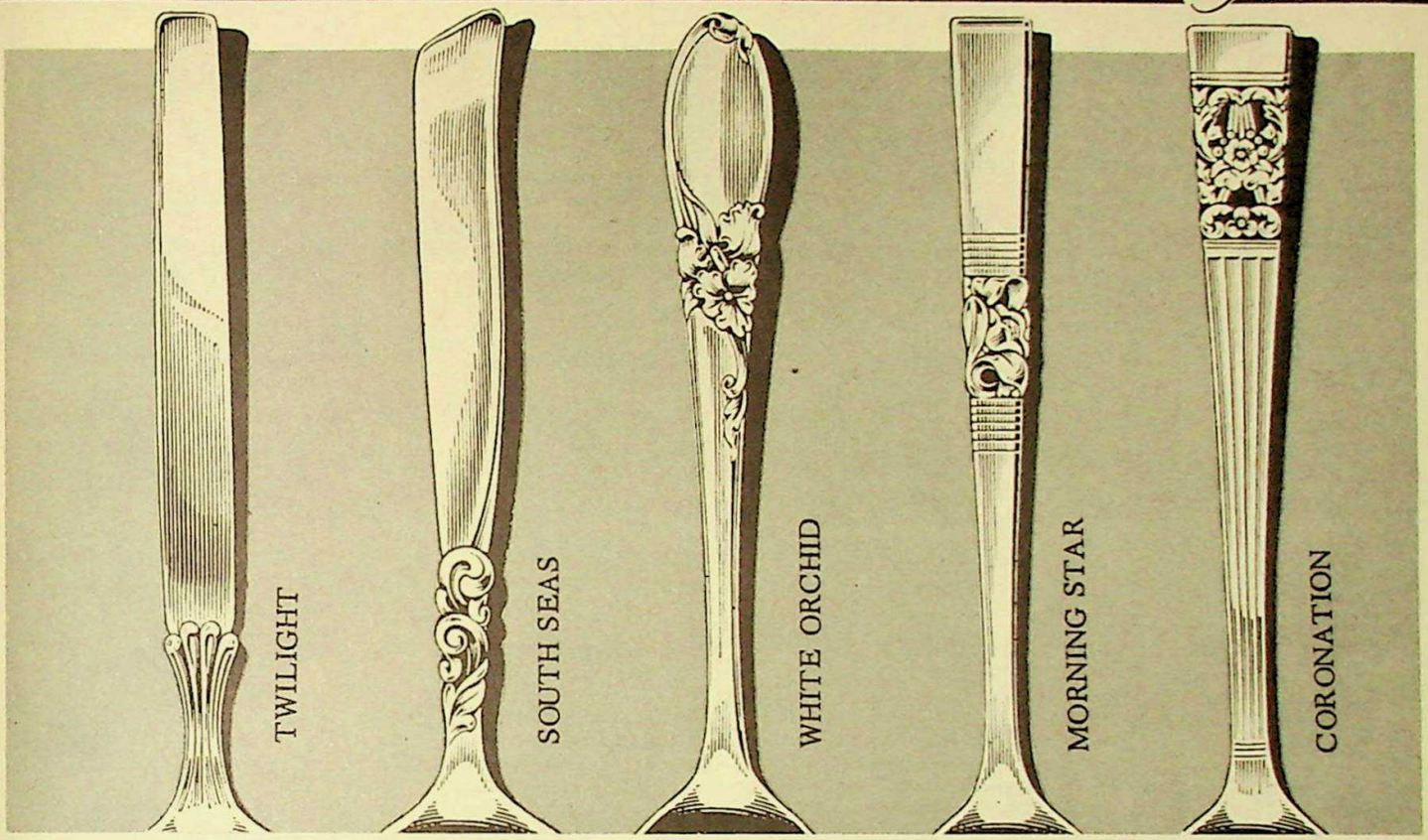
No. 116 - The FIRST Silverplate Pattern with a "Hand-Cut" look . . . more than a pattern, it's a completely new idea in silver art. Each tiny petal and leaf wrought right into the silver itself . . . delicately formed to look "cut-in" by hand. A beautiful pattern that will always be in good taste whether it be formal or casual . . .

52-pc. Service for 8, including chest **$99.75**

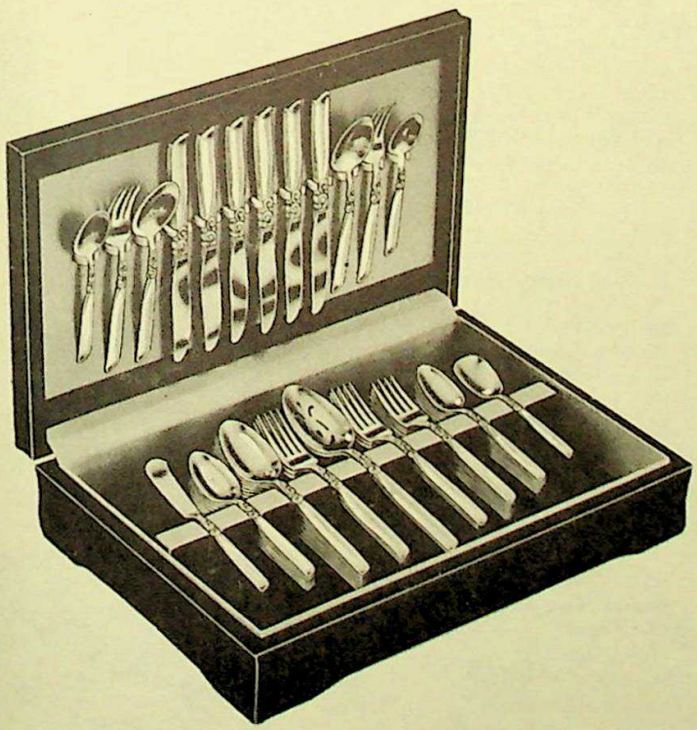
***Including Chest.**

Seek not for fresher founts afar,
just drop your buckets where you are.
. . . S. W. Foss

Community



(All above patterns)
SERVICE FOR 8



A handsome modern chest, made of quality wood throughout, dark brown mahogany or lustrous blond, tastefully lined.

OPEN STOCK PRICES, ALL PATTERNS

	Each	Set of 8	Set of 12
Teaspoon	$1.00	$ 8.00	$12.00
†Cream Soup Spoon	2.00	16.00	24.00
Round Bowl Soup Spoon	2.00	16.00	24.00
Oval Bowl Soup Spoon	2.00	16.00	24.00
Iced Drink Spoon	2.00	16.00	24.00
5 O'Clock Tea or Sherbet	1.00	8.00	12.00
After Dinner Coffee Spoon	1.00	8.00	12.00
Serving or Table Spoon	2.25	18.00	27.00
°Dinner Fork	2.00	16.00	24.00
°Grille Fork	2.00	16.00	24.00
°°Place Fork	2.00	16.00	24.00
°Dinner Knife	3.00	24.00	36.00
°Grille Knife	3.00	24.00	36.00
°°Place Knife	3.00	24.00	36.00
(Above Knives Hollow Handles DeLuxe Stainless Serrated Blades)			
Salad or Pastry Fork	2.00	16.00	24.00
Cocktail or Oyster Fork	2.00	16.00	24.00
Individual Butter or Cheese Spreader	2.00	16.00	24.00

Butter Knife	Each	$ 2.50
Sugar Spoon	Each	2.50
Cold Meat or Serving Fork	Each	3.50
Pickle Fork	Each	2.00
Relish Spoon	Each	2.50
Serving or Soup Ladle	Each	8.00
Serving or Gravy Ladle	Each	3.50
Pie or Cake Server, H.H.	Each	5.50
2-Piece Steak Set, 5½" Blade	Each	10.00
2-Piece Game Set, 7" Blade	Each	13.50
Pierced Serving Spoon	Each	2.25
Pastry Server	Each	4.50
Large Serving or Berry Spoon	Each	3.50
2-Piece Salad Serving Set	Each	10.00

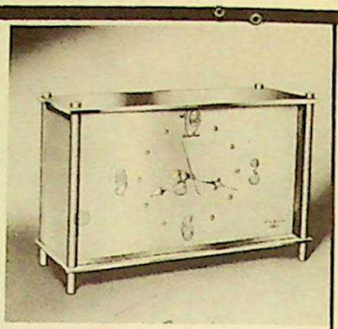
†Available in White Orchid, Morning Star and Coronation only.
°Coronation only furnished with Dinner and Grille Knives and Forks.
°°Available in Twilight, South Seas, White Orchid and Morning Star only.

Prices Herein are Minimum or Stipulated Resale Prices in All States Having Fair Trade Acts.

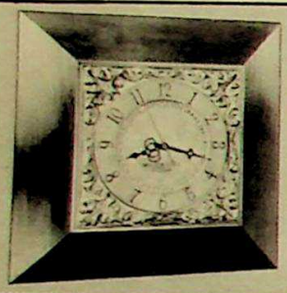
To discuss an opinion with a fool
is like carrying a lantern before a blind man.
. . . DeGaston

GENERAL ELECTRIC

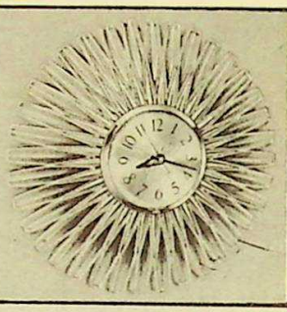
ALARM CLOCKS
DECORATOR CLOCKS
KITCHEN AND WALL CLOCKS



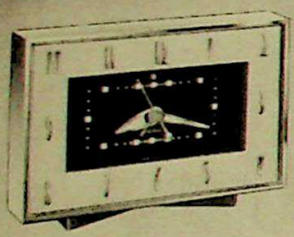
General Electric 2
Electronic Clock
A masterpiece in styling, a triumph in time keeping. Cordless, synchronous, dramatic. Accuracy controlled by electric impulses in the air in homes and offices. Scroll numerals, brushed silver dial and rich brass case. 8" h, 11 ¾" w. 3¼" d. RETAIL **$195.00.**



General Electric 2557
"Inheritance"
Wall Clock
Decorative wall clock with distinctive bas-relief solid brass dial in rich fruitwood finish frame. Elegant styling to enhance any room decor. Classic numerals and dial hands. A decorator's delight of lasting beauty. 13½" h, 13½" w, 2¾" d. RETAIL **$29.95.**

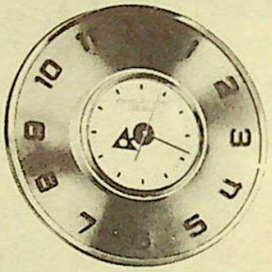


General Electric 2H63
"Shining Hours"
Wall Clock
A decorative piece to grace any home. Gold color sunburst encircles soft gold color dial and blends into sparkling clear lucite rays. Shimmering clock to brighten any room styling. Ultra modern for luxurious living. 16" dia. 2¼" d. RETAIL **$29.95.**

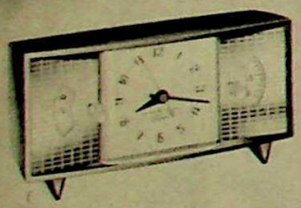


General Electric 7H-239-L
"Designer"
Electric Alarm

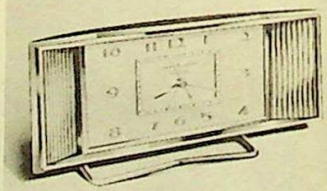
Handsome styling in Antique Bronze color case. Luminous alarm clock. Metallic raised numerals on soft Tan frame accent recessed dark bronze color dial. Sweep second hand. Exceptionally functional decorative and ideal for gift. 5" h, 7" w, 2¾" d. RETAIL **$18.95.**



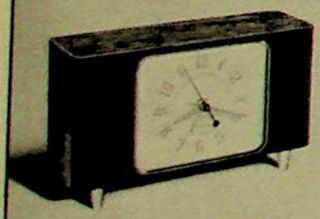
General Electric 2H101
"Diameter"
Wall Clock
Arrow shape hour hand, slender minute hand, red sweep second hand. White easy-to-read numerals. To clean, wipe with damp cloth. Styled in black, brass or copper color. Metal case specially treated to stay bright and shining. It's tarnish free. 9¾" dia. RETAIL **$14.95.**



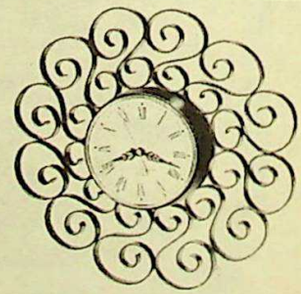
General Electric 8569
"Videoclock"
TV & Radio Timer
Television and radio timer. Automatically turns on and off radio or TV sets. Easy to regulate children's TV viewing time. Easy-to-read light dial with clear numerals in dark contrast. Sweeping second hand. 3¾" x 7" x 2¾". RETAIL **$14.95.**



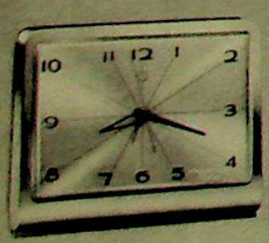
General Electric 7H236
"Revelation"
Electric Alarm
A contemporary design triumph in an alarm clock. Luxurious silver-plated dial with clear raised numerals and smart brass accents. Red sweep second hand. Even the soundest sleepers are aroused by the gentle alarm. 4½" h, 9¼" w, 4" d. RETAIL **$12.95.**



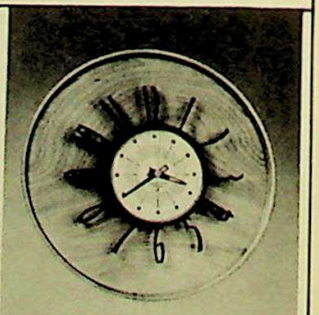
General Electric 7H235-L
"Fidelity"
Electric Alarm
Newly styled. Fully luminous clock face with alarm. Sweep second hand. Ideal for bedroom, desk or den. In rich light or dark handsome African Mahogany case. Smart Gold color feet. Thick rounded glass front. 4¼" h, 7" w, 3" d. RETAIL **$12.95.**



General Electric 2H60
"Contrast"
Wall Clock
Distinctively different wall clock styled with graceful scroll motif of heavy wrought iron. Easy-to-read white-faced 4½" dial with contrasting dark numerals and sweeping second hand. Fashionable accent for any room. 12" dia., 2½" d. RETAIL **$12.95.**



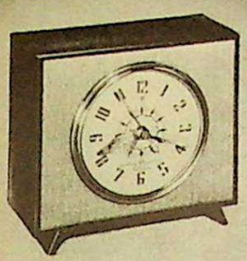
General Electric 7H237
"Graph"
Electric Alarm
Gold plated bezel enhances lustrous metal dial. Radiating lines point up raised brown numerals. Red sweep second hand. Easy-to-read face. Truly a bright note in alarm clock styling. A perfect gift item to make anyone happy. 4¾" x 6" x 2¾". RETAIL **$12.95.**



General Electric 2H59
"Wallwood"
Wall Clock
Superbly tailored in natural wood for any room in the house. Floating numerals and bezel in black, chrome and brass color add distinctive charm. Has black hands and brass sweep second hand. 8¾" dia., 2½" d. RETAIL **$9.98.**

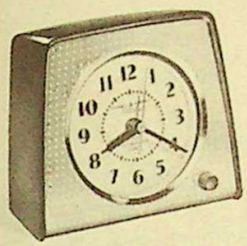
It takes less time to do a thing right
than to explain why you did it wrong.
. . . Henry Wadsworth Longfellow

GENERAL ELECTRIC



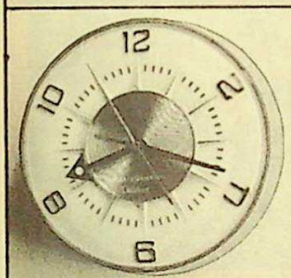
General Electric 7H242
"Etching"
Electric Alarm
Elegance in leather—etched filigree pattern frames brass bezel and white dial. Numerals in a combination of brown and gold colors — brass hand. Leather bound. In polished London tan or glassed cordovan. 5" h, 4¾" w. 2½" d. RETAIL **$9.98.**

General Electric 7H233
"Circlewood"
Electric Alarm
High styling in a wood cased alarm clock. In satin-smooth dark or light African mahogany. Truly an ideal gift designed for either home or office use. Red sweep second hand. Clear, easy-to-read numerals. 4" h, 5" w, 2¾" d. RETAIL **$7.98.**



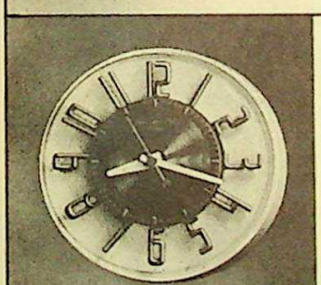
General Electric 7H216-K
"Brite-Dial"
Electric Alarm
An illuminated alarm clock. Bulb lighted dial easily read at night. Light may be regulated from low to bright. Red sweep second hand. Smart new beige case. A truly functional gift. Smart looking in any room. 4¼" h, 5¼" w, 2¾" d. RETAIL **$9.98.**

General Electric 7H241-L
"Snooz-Alarm"
Electric Alarm
This fully luminous alarm lets you get that extra "40 winks". It wakes you, then calls you and calls you again. Handsomely styled with gray case and smart Aque dial for telling time at a glance. 4¼" h, 4¼" w, 2½" d. RETAIL **$7.98.**

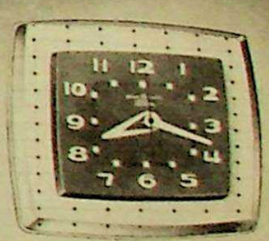


General Electric 2H107
"Symmetry"
Kitchen Wall Clock
7½" easy-to-read dial. Decorator-styled in Red, Yellow or Brown. Cases have gleaming chrome color bas-relief sunburst inset on white. White case, copper color insert. Dramatic brass color dial on brown case. 8" dia., 3" d. RETAIL **$7.98.**

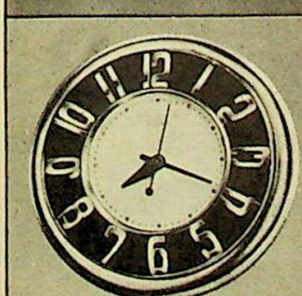
General Electric 2H106
"Keynote"
Wall or Table Clock
This thrift priced clock hangs on wall or stands on shelf. Concave embossed aluminum panels lead striking beauty. Featured in light pink dial on pink case, light yellow dial on yellow case, white dial on red and white cases. 5¼" h, 7½" w, 3" d. RETAIL **$5.98.**



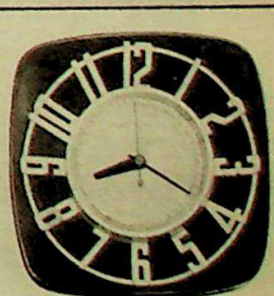
General Electric 2H104
"Kitchen-Mate"
Wall Clock
New, low priced clock with decorator features. "Floating" numerals give smart 3D effect against subtle waffle background. Full vision crystal covers entire dial. Red, Yellow. Turquoise or Pink dial and numerals. 6½" dia., 2¾" d, 6" dial. RETAIL **$4.98.**



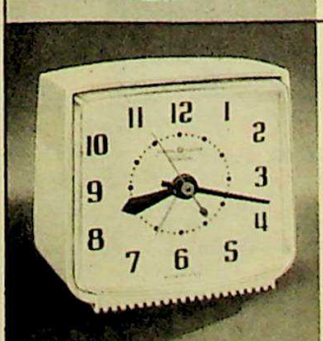
General Electric 2H108
"Tac-Toe"
Electric Clock
Colorful kitchen clock. Large easy-to-read dial in red, turquoise or pink with matching case. Sweep second hand. Excellently harmonizes with today's modern colored kitchen. Perfect gift for any occasion. 6¾" h, 7½" w, 2½" d. RETAIL **$6.98.**



General Electric 2H45-C
"Swirl"
Electric Clock
New, gleaming chrome color numerals and outer bezel in pink case. Also in lustrous copper color with white case. Designed to enhance today's modern kitchen. Large easy-to-read numerals with sweep second hand. 6½" dia., 3½" d. RETAIL **$5.98.**



General Electric 2H44
"Topper"
Electric Clock
Popular thrift priced kitchen clock. Color styled in pink, red or yellow. Perfect for kitchen, playroom or bath. Sweep second hand. Handsome gift that will be appreciated by today's color conscience homemaker. 6" h, 6" w, 2¾" d. RETAIL **$3.98.**

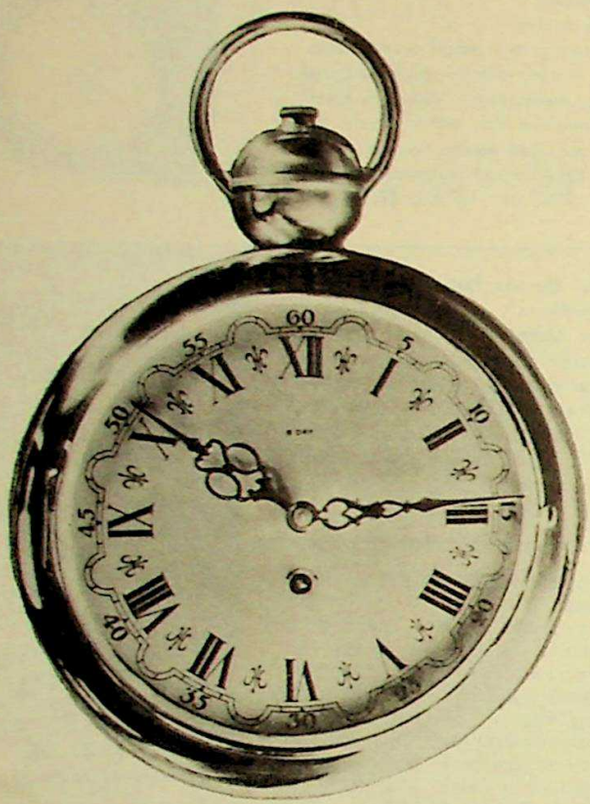


General Electric 7H223-L
"Roommate"
Electric Alarm
Smartly styled square shaped case. Luminous hands and numerals. Gold alarm set and red sweep second hand. Fits on crowded night table. Ivory or Brown. 3¼" x 3½" x 2¾". RETAIL **$4.98.**
7H223—As above without luminous features **$3.98.**

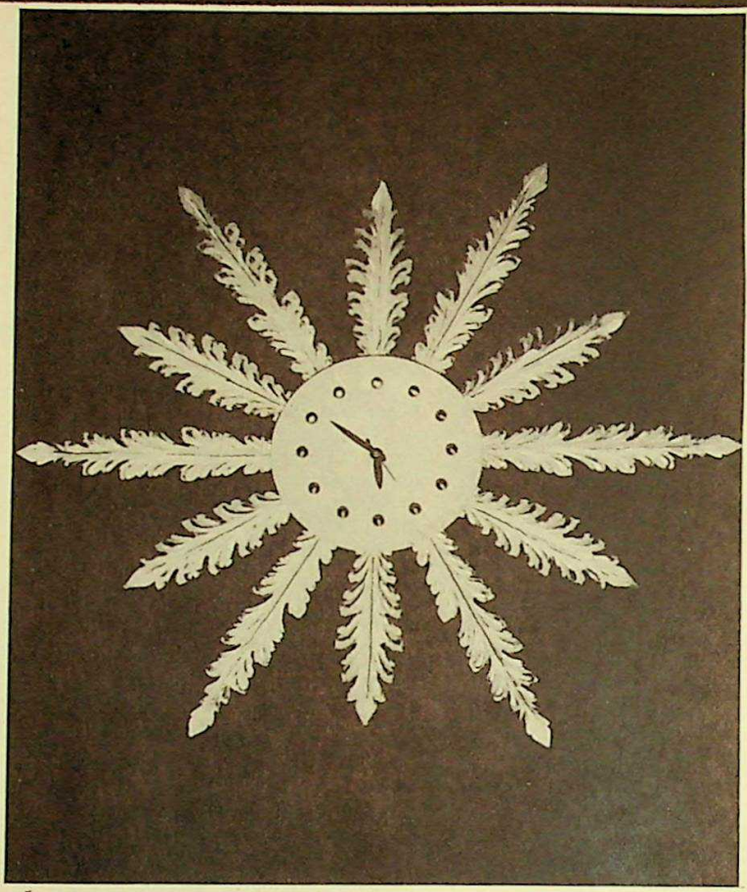
General Electric 7H220-L
"Starter"
Electric Alarm
New beige case and rich brown dial for this easy-to-read alarm clock with luminous features. Insistent alarm arouses deepest sleeper. Red sweep second hand. 3¼" x 3¼" x 2¾". RETAIL **$4.98.**
7H220—As above without luminous features **$3.98.**

Lester Fields

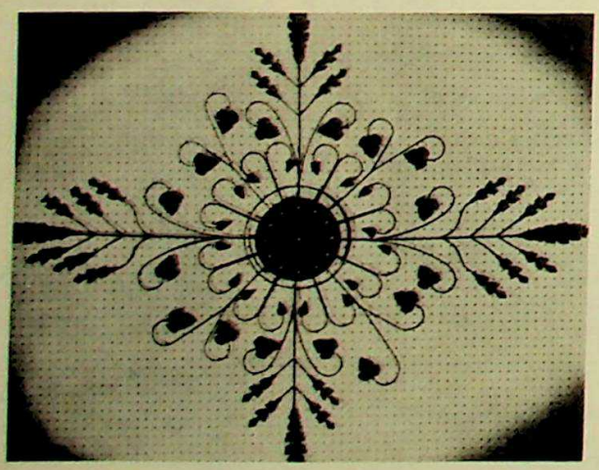
A beautiful home
needs a Lester Fields Clock.
. . . Lester Fields



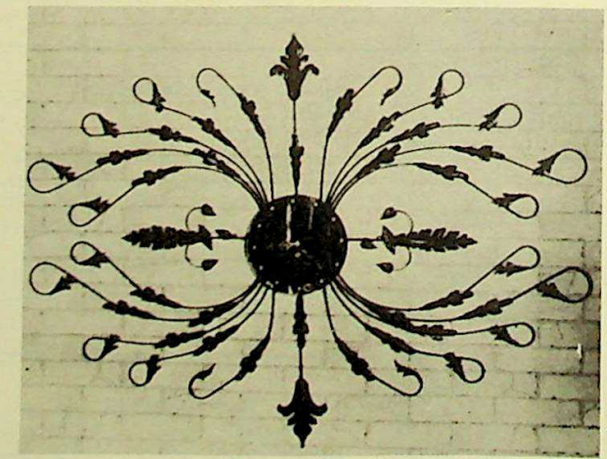
LESTER FIELD "WATCH CLOCK". For those with good taste. Makes a perfect gift. 8-day movement. 7" Brass Dial. 8" Case. Overall height 12". In highly polish Brass Finish. **LIST $25.00.**



LESTER FIELD "THE DAISY". A striking newcomer that's sure to add the proper accent and dignity to contemporary decor. A large 27" in diameter Wall Clock beautifully sculptured in white and brushed with gold. Electric movement. **$19.90.** With 8-day movement **$25.90.**



LESTER FIELD "THE IMPERIAL". Largest and most unusual of the Lester Field clocks. 70"x 55". Can be hung the long or short way. Truly a conversation piece. Decorator colors of Black, White, Black and Gold, Antique or White and Gold Antique. Electric movement. **LIST $110.00.** 8-day movement **LIST $120.00.**



LESTER FIELD "THE LOTUS" CLOCK. The most unusual wrought iron wall clock with a 10" clock dial. Finishes available in White and Gold Brush, Black and Gold Brush, 56" x 42". Electric movement. **LIST $110.00.** 8-day movement **LIST $120.00.**

You can preach a better sermon
with your life than with your lips.
. . . Oliver Goldsmith

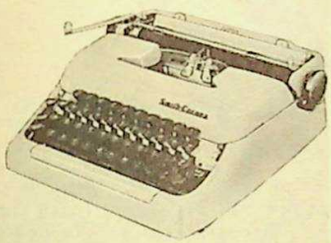
Smith-Corona

Smith-Corona 5TE
Electric Portable Typewriter
Finest-quality typewriter with smart, modern lines. Amazingly compact and easy to carry. Automatic repeat action, touch selector, impression control dial, key-set tabulator, new "page gage." Complete with carrying case. Pica or Elite type. Pink, Blue, Green or Beige. RETAIL **$209.35.***

World's Fastest PORTABLE TYPEWRITERS

Smith-Corona PB
"Pacemaker" 11" Carriage
Office Typewriter
Top performance, top quality, quickset margins, interchangeable platens. Flick-set tabulator with flick of finger. Half-spacing permits correction of errors, superspeed action. Pica or Elite type. RETAIL **$190.27***. "Pacemaker" — 15" carriage **$206.17***.

Smith-Corona 5T
"Silent Super"
Portable Typewriter
World's first, fastest and most popular portable. Finest key-set tabulation, exclusive "page gage" helps eliminate bottom margin problems. Quickset margins, rimless non-glare keys, letters cannot wear off. Smart carrying case at no extra cost. RETAIL **$142.57.***†

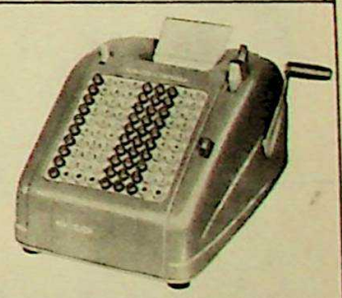


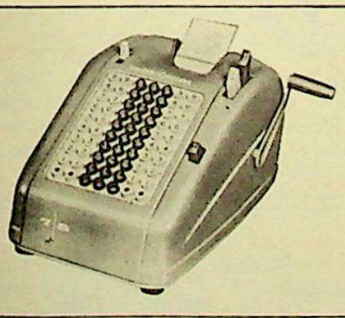
Smith-Corona 5C
"Clipper"
Portable Typewriter
Quality at moderate price, has "page gage" that helps eliminate bottom margin problems. Color-speed keyboard, super-speed escapement, quickset margins, synchronized line space lever, tip-touch back spacer. With carrying case. RETAIL **$105.47.***†

Smith-Corona 5A
"Sterling"
Portable Typewriter
Top performance at medium price, has page gage, colorspeed keyboard, super-speed escapement, quickset margins, tip-touch back spacer, typebar speed booster, piano key action, synchronized line space lever, line retainer, paper guide. RETAIL **$121.37.***†

Smith-Corona 3Y
"Skyriter"
Portable Typewriter
First and finest lightweight portable typewriter. Weighs only 9 pounds, has a full-size keyboard and takes regular-size stationery. Favorite of authors, journalists, sportswriters and students. Lowest priced Smith-Corona line. RETAIL **$79.10.***†

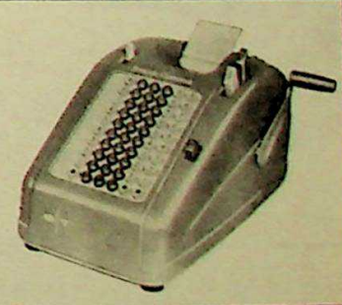
Smith-Corona 10MD
Adding Machine
Accurate, dependable, economical adding machine. Just a touch of key, a stroke of the handle and it does the work. Column-clear key clears incorrect figure in any individual column. Color-speed keyboard, automatic space up after total positions tape. 10 columns. RETAIL **$142.57.***





Smith-Corona 8MD
Adding Machine
World renowned for accuracy and dependability. Ease of operation, just a touch of the key, a stroke of handle and the machine does the work. Error key clears entire keyboard, repeat key speeds up work, automatic space-up after total positions tape at proper tear-off level. 8 columns. RETAIL **$127.01.***

Smith-Corona 7MD
Adding Machine
Dependable, economical adding machine. Easy, accurate fast addition. Column clear key clears incorrect figure in any column, error key clears entire keyboard, repeat key speeds up work, unmatched dependability and performance, color-speed keyboard. 7 columns. RETAIL **$106.13.***



Smith-Corona 10MEX
Deluxe Cash Register
Unmatched performance, accuracy and durability. Locked-in detailed tape, tamperproof case, enforced designation, locked-in total and subtotal, special positive tape rewind, snap-on handle for greater protection, 10 columns. Pink or Green. RETAIL **$259.50.***
8MEX with 8 columns **$219.50.***

Smith-Corona 7MDX
Special Cash Register
Unmatched for value! Long trouble-free service, adding machine unit easily removed for double duty. Every transaction recorded, snap-on handle for greater protection, non-add key prevents errors, yet records non-cash transaction. Green or Pink. RETAIL **$179.50.***
8MDX Standard model **$199.50.***

**Prices shown include Federal Excise Tax.*
†Available in Alpine Blue, Sapphire Gray, Seafoam Green, Desert Sand, Coral Pink.

REMINGTON

Remington Rand**
"Travel-Riter"
Portable Typewriter
Priced within the reach of every family. 42-key keyboard with non-glare speed keys. Left and right shift keys, back space key, line finder for typing out of regular spacing, carriage centering 6 locking device, Pica or Elite type. French Grey. RETAIL **$89.74***

Remington Rand**
"Letter-Riter"
Portable Typewriter
42-key keyboard with non-glare speed keys. Visible margin sets, automatic ribbon reverse, shift key and lock, positive-action back spacer, variable line spacer, margin release key, touch regulator, Elite or Pica. Carrying case. French Grey. RETAIL **$114.43***

Remington Rand**
"Quiet-Riter"
Portable Typewriter
Only portable with amazing miracle tab. New carrying case, simplified ribbon changer, larger size cylinder, 44 key, 88 character keyboard, high speed escapement and accelerated type bar action. French Grey, Dessert Sage, Mist Green or White Sand. RETAIL **$141.99*:**

Remington Rand**
"Office Riter"
Portable Typewriter
Durable and speedy with king size carriage. Includes 42-key keyboard with non-glare speed keys, left and right shift keys, back space key, carriage centering and locking device. Pica or Elite. French Grey. RETAIL **$158.47*.**
Carrying case **$14.50.**

Remington Rand 7171
Hand Adder
World's fastest keyboard and cushioned power. Hand operated. Non-subtractor. Simplified 10-key keyboard, subtotal and multiply keys. Automatic ribbon reverse, single color ribbon, 7 columns. Gray velour finish. RETAIL **$134.32*.**
7161 with six columns **$116.99***

UNDERWOOD

Underwood "Leader"
Portable Typewriter
Attractive, light weight, well constructed family portable. Reliable performance at a low price. Automatic line finder. 9" writing line. Standard spaced keyboard. Balanced segment shift. Pica type. "Multiple Use" Green carrying case. RETAIL **$84.67*.**

Underwood Universal "Quiet Tab"
Portable Typewriter
This "Golden Touch" typewriter gives maximum features at a minimum price. "Key-Set" tabulator. 9" writing line. "See-Set" margins. 3 position bail with scale. Touch control. Standard spaced keyboard. Pica or Elite type. Blue Case. RETAIL **$121.37*.**

Underwood Deluxe "Quiet Tab"
Portable Typewriter
This "Golden Touch" portable combines attractiveness, quality, typing ease and quiet operation. "Key-Set" tabulator. Practical line gauge. "See-Set" margin. Complete Standard Keyboard operation. Continental Pica or Elite. Grey or Green Case. RETAIL **$140.45*.**

Underwood 78SP
"Leader"
Electric Adding Machine
Has world renowned Sundstrand quality, durability and accuracy characteristics. Multiflex Control. AC or DC. Simplified Ten-Key keyboard and "4 point Control". Sub-Total in color and symbol. Digit indicator, back space. Tan crackle finish. RETAIL **$313.40*.**

**Prices shown include Federal Excise Tax.*

***"Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained".*

The greater the difficulty, the greater the glory.

. . . Cicero

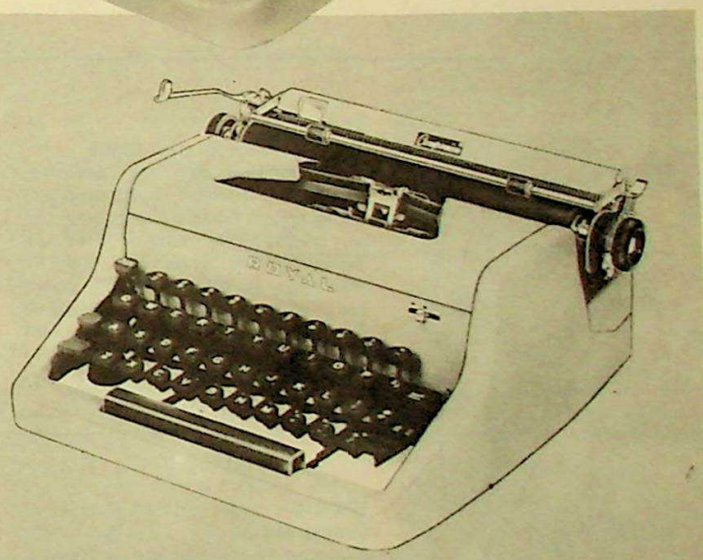
ROYAL

The Standard typewriter in portable size

A

(A) Royal—"Quiet Deluxe"
Portable Standard Typewriter
Standard typewriter in portable size offers every operating feature—quality, style and performance. So smooth and easy. Magic Margin sets both left and right hand margins. Standard 88 character keyboard. Touch Control. Visible touch set tabulator. Page end indicator. Featuring Twin-Pak quick change ribbon. Available in Canterbury Pica or Elite. In Turquoise, Green, Pink, Beige, Gray, or Red. Handsome Deluxe carrying case. RETAIL **$142.83***.

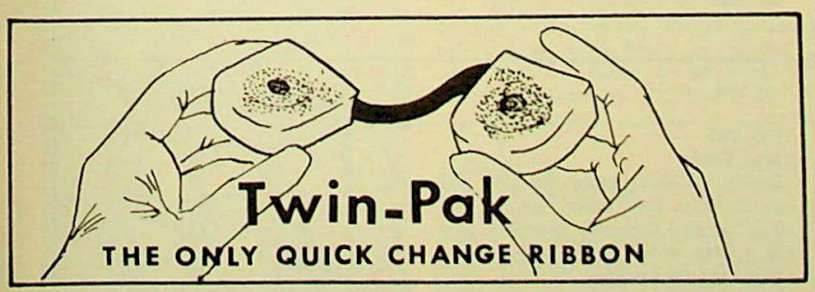
B



(B) Royal—"Companion"
Portable Typewriter
This sturdy portable gives you office machine features at a budget price. You'll love the way it types because of its feather-light touch and many exclusive, convenient features, such as Twin-Pak and Magic Margin. Full size standard keyboard. Segment shift. Paper guide. Helps students get better grades and encourages neatness, better spelling and clearer thinking. Available in Pica or Elite type. Carrying case. RETAIL **$95.25***.

C

(C) Royal—"Royalite"
Portable Typewriter
The portable most preferred by students. This new, rugged Royal portable is only 3" high, weighs only 8 lbs., yet has a full size standard keyboard. Just the portable for students, travellers, professional people, and those who type at home. With such convenient features as Left and Right margin set, ball bearing carriage, margin release, back spacer, paper support, plus many more. In Pica Director type. Carrying case. RETAIL **$79.75***.

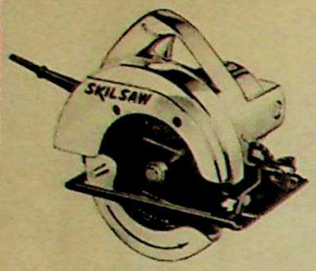


This new, exclusive, Royal feature, enables you to change the ribbon in ten seconds without getting a smudge of ink on your fingers. Your hands never touch the ribbon because it is completely enclosed in new twin plastic cartridges. **RETAIL $1.85 EA.**

**Price shown does NOT include Batteries.*

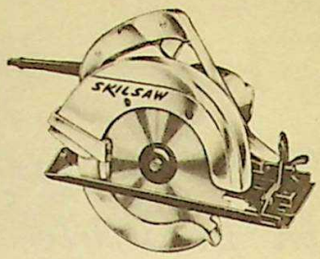
SKIL

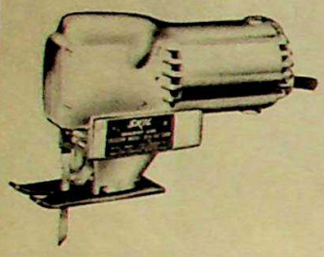
I do not believe in that word Fate.
It is the refuge of every self-confessed failure.
. . . Andrew Soutar



Skil 536
6½" Skilsaw
With variable-torque clutch, high speed motor, precision helical gears, quick bevel adjustment, convenient depth adjustment, non-binding lower guard, heavy-steel foot, light compact housing, 6½" dia. blade, spring loaded switch for automatic shut-off. RETAIL **$54.95.**

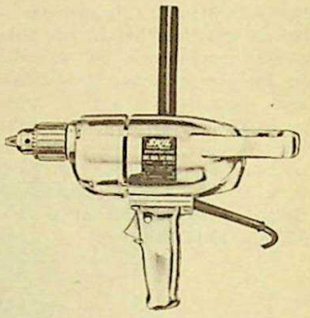
Skil 553
7¼" Skilsaw
Designed for heavy duty construction use. Gives extra cutting capacity. Powerful oversize motor, ball and needle bearings for long-lasting performance. 7¼" dia. blade races through 2 x 4's even at 45° bevel. RETAIL **$89.50.**
552—With 6½" blade **$69.50.**
554—With 8¼" blade **$97.50.**

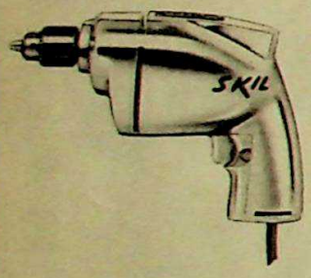




Skil 514
Jig Saw
Useful versatile tool—corsscuts, rips, scrolls, notches, even makes its own starting hole for pocket cuts. Orbital cutting action eliminates blade "drag", Ball-thrust and cushion-mounted sleeve bearings. Cuts 2" lumber, plastic, metal. Powerful ½" stroke, 3350 per minute. RETAIL **$47.50**

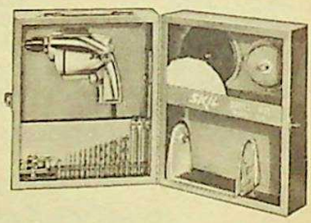
Skil 542
Heavy Duty ½" Drill
Built for heavy-duty installation and maintenance work. "Close quarter" design gives handling ease, rugged aluminum housing for sure drilling control in any position. Geared chuck grips drill bit firmly, big new motor, oversize, self-adjusting brushes. RETAIL **$56.50.**

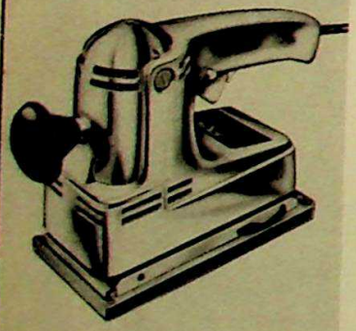




Skil 549
¼" Drill with Geared Chuck
Sparkling new drill that performs as good as it looks. Motor stepped-up to almost double the power output over former models. Precision helical gears transmit power smoothly, quietly to drill's chuck for 70% greater drilling torque. Rugged, highly-polished aluminum housing. RETAIL **$29.95.**

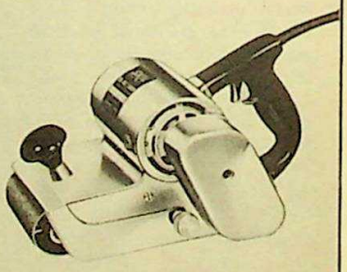
Skil 515
Deluxe ¼" Drill Kit
Powerful ¼" drill to save you hours of work. 32-pc. kit, all-around sanding, polishes car and furniture, can grind and sharpen tools with Skil drill, handy horizontal bench stand converts drill to stationary unit. RETAIL **$44.95.**
587 — ¼" Drill kit with 12 pcs. Model 549 drill. **$34.95.**

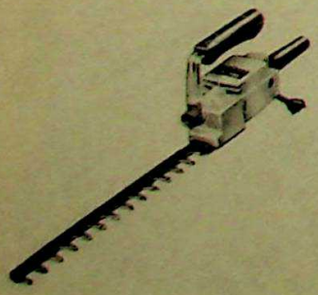




Skil 592
Orbital Sander
A sander to delight any craftsman. A few passes over old or marred woods restore new finish, universal type motor, sturdy spring-action lever holds sanding paper securely. Smooth, quiet-running ball and sleeve bearings, instant momentary contact switch, easy grip handle. RETAIL **$49.95.**

Skil 405
4" Belt Sander
Two speed sander breezes thru any sanding job. Simple locking device makes belt change-over easy, handy control knob keeps belt centered on pulleys, die-cast aluminum housing, enclosed momentary contact trigger switch and toggle switch for belt speed. Universal motor. RETAIL **$89.50.**



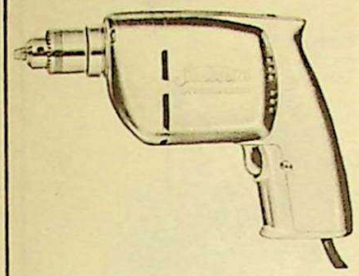


Skil 512
Hedge Trimmer
So easy to give your landscape the fresh, neatly trimmed look. 12" cutting bar makes quick work of tough foliage. Rounding, shaping and fancy cutting, adjustable top handle moves right or left. Cutting blade of tool steel, spring loaded to maintain proper tension. **RETAIL $49.75***

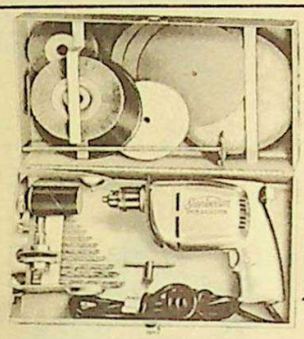
Skil 506
Saw Table
Sturdy, all-steel table doubles use of Builders Line Saws, for 6" and 6½" saws. Converts portable saw to tilting arbor table saw. Table legs may be fastened to floor, making table permanent part of workshop. RETAIL **$42.95.**
508—For 7¼" & 8¼" home shop and builders line saws **$44.95.**

**Includes Federal Excise Tax.*

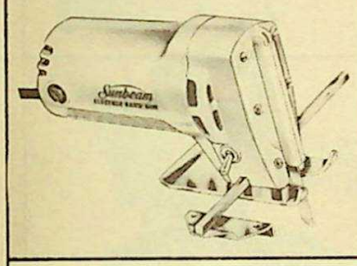
Sunbeam



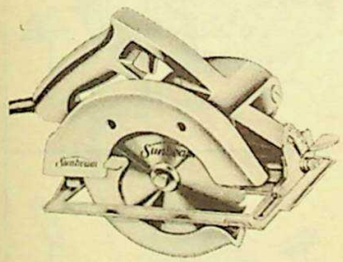
Sunbeam 70
"Drillmaster"
¼" Drill with Geared Chuck
A powerful drill for home projects. Durably constructed with self-lubricating bearings and hardened steel gears. Pistol grip design. Higher torque means this drills faster. Efficient and powerful, yet cool-running. RETAIL **$25.95.**
70B with ¼" key Chuck **$27.95.**



Sunbeam 71
"Drillmaster" Drill Kit
Here's a top quality collection of the No. 70 Drill (see above) with a carefully select assortment of accessories in a handy, easy-to-use, all-steel carrying case. A handy way to keep accessories neat and conveniently stored. An ideal man's gift. RETAIL **$45.95.**
71C with 70B drill **$43.95.**

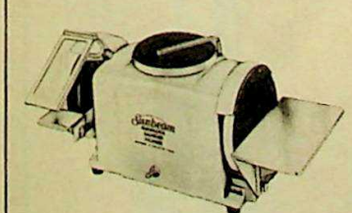


Sunbeam 76
Electric Hand Saw
So powerful, it goes through a dressed 2 x 4 smoothly and gently. She rips, cross-cuts, jog saws, copes, hacks, scrolls and can also be used as a keyhole saw. A versatile tool that's so practical for the home workshop. Precisely and durably constructed for top efficiency always. With rip guide and WW6 blade. RETAIL **$45.00.**



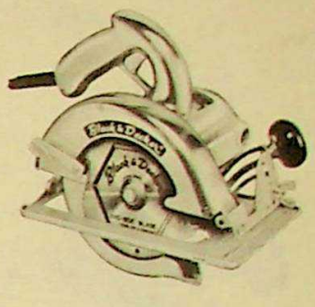
Sunbeam 72
Circular Saw
Power-driven by the exclusive, powerful Sunbeam 1¼ H.P. motor. With its 6½" blade, it makes all cuts in 2" dressed lumber. Quick-action trigger switch and "Safety-First" design make this saw a safe, dependable tool. For sure, fast, safe performance. With combination blade, RETAIL **$58.95.** With 3-conductor cord, **$59.95.**

Sunbeam 74
Electric Sander
Rugged, yet lightweight, the perfect balance of the Sunbeam Sander assures effortless sander for longer periods of time. Tested to stand up for over 1,000 hours of continuous use! Works on any surface—walls, ceilings — anywhere. Dependable, efficient to save hours of tough work for the home handyman. Weighs only 3½ lbs. RETAIL **$39.50.**

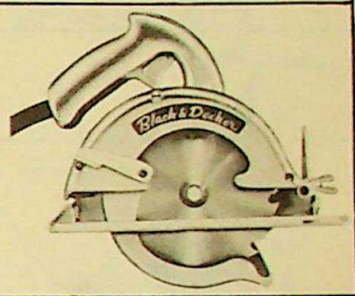


Sunbeam 73
Combination Grinder-Sander-Honer
Here's the most practical and versatile grinder made . . . it grinds, it sands, it hones. Durably constructed, yet economically priced. Accurately designed for the most precise work. The handy tool that really completes the home workshop. Saves time, money and hours of tough work. RETAIL **$54.50.**

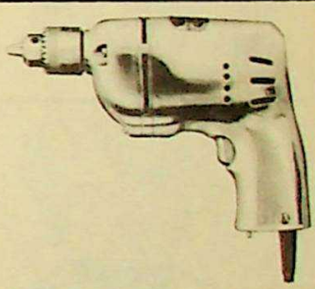
Black & Decker



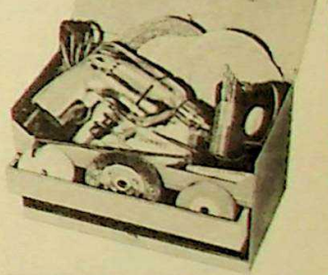
Black & Decker 73
Heavy-Duty Saw
Heat-treated heavy-duty gears and lubricant-sealed ball bearings. Bevel angles from 0° to 45°. 7¼" Blade —2-7/16" depth of cut Instant-release switch, Telescoping guard, retracting lever and ground wire. 115 volt AC or DC. 4700 rpm no load speed. ⅝" arbor. RETAIL **$89.50.**



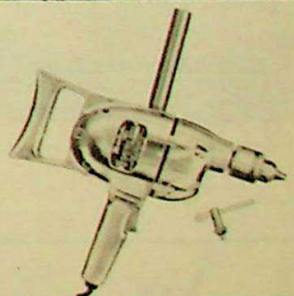
Black & Decker 63
Heavy-Duty Saw
Rips thru a 2 x 4 at 45°! Heavy duty, all-purpose saw with light weight, balance and top performance at a popular price. 6½" blade —2-5/32" depth of cut. 115 volt. AC or DC. 5500 rpm no-load speed. 2-Pole Instant-release trigger switch. With ⅝" arbor hole. RETAIL **$69.50.**



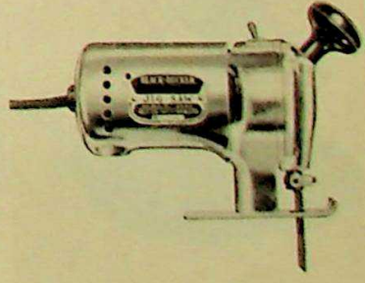
Black & Decker U-1
¼" Utility Drill
Easy to handle with tremendous power. Drills up to ¼" in steel, up to ½" in wood. 2250 rpm no-load speed. Universal Motor 115 volts. AC or DC. Instant-Release trigger switch can be locked "ON". Hex-Key Chuck. Adapts to B&D attachments. RETAIL **$27.95.**
U-3—With Geared Chuck. **$29.95.**



Black & Decker U-1004
¼" Deluxe Drill Kit
For all types of home maintenance building and hobby jobs. No. U-3 ¼" drill. Horizontal stand. Twist Bits. 5" backing pad. Polishing Bonnet. Sanding Discs. 4" Wire wheel brush. 3" grinding wheel. 3" buffing wheel. Wheel arbor. Paint Mixer. Roll sanding arbor. Kit Box. RETAIL **$49.95.**



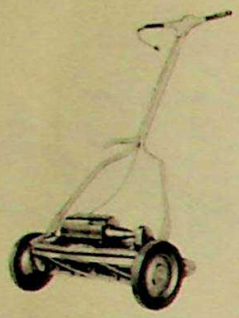
Black & Decker U-20
½" Utility Drill
Drills up to ½" in steel, drives wood augers up to 1" and Hole Saws up to 3". Coupled with the ½" Bench Stand makes an ideal drill press. Hex-Key Chuck. 115 volts. AC or DC. Instant release trigger switch — can be locked "ON". 375 rpm. 8½ lbs. RETAIL **$53.50.**



Black & Decker U-10
Jig Saw
Makes curved, straight or irregular cuts in wood, metal, plastic, rubber, composition board, etc. Use in hand or mounted in Jig Saw table. 3750 S.P.M. Includes 1 each of 5 blades for cutting wood, metal, plastic, rubber, leather. Rating: ½" soft to ⅜" hard wood. RETAIL **$54.50.**

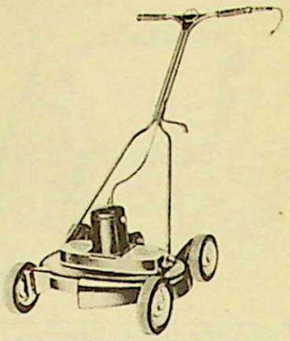
Sunbeam

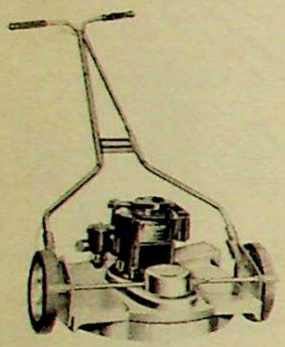
Not what we have, but what we enjoy,
constitutes our abundance.
. . . Jean Petit-Senn



Sunbeam E-200
Electric Reel Type
Power Mower
Easy instant starting every time. Lightweight and free wheeling. Quiet operation because it's electric. Easy, positive adjustment for height of cut from ½" to 2¾". Adjustable handle, 5 reel blades, precision ball-bearings, 10" wheels. RETAIL **$119.50.**

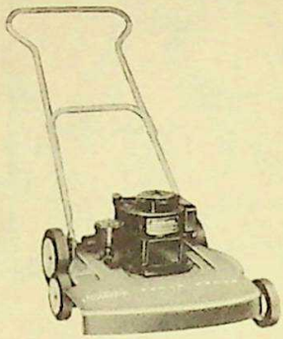
Sunbeam RE-181
18" Electric
Rotary Mower
Lightweight with twin blades and powerful 1 HP motor. Starts at the "Snap of a switch". 2-way mowing with swing-over handle, handle locks in upright position for storage. Improved gear-tooth timing belts. RETAIL **$84.95.** Leaf mulcher attachment **$5.95.**





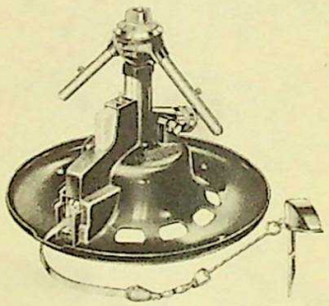
Sunbeam R-321
21" Self Propelled
Rotary Mower
5 cutting height adjustments from 1" to 3". Low tone muffler for quiet operation. Automatic recoil starter. Powerful 2¾" HP motor. Lower handle to drive mower, raise handle for easy free wheeling. RETAIL **$149.95.** Leaf mulcher attachment **$4.75.**

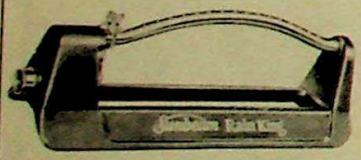
Sunbeam RM-201
20" Rotary Mower
Briggs & Stratton Engine
5 cutting heights 1 to 3". semi-pneumatic tires, automatic recoil starter. Powerful 2¼ HP motor. Close side trim, guards against scalping. Floating handle. Positive grass discharge eliminates clogging and clumping. Chrome alloy blade. RETAIL **$99.95.**



Sunbeam A-1
Hedge Trimmer
Faster, easier way to trim hedges, shrubs, ornamental trees. Ideal for cutting coarse grass and weeds. Specially designed 12" high grade cutlery-steel blade tempered and precision ground. Well balanced for easy use. Slip clutch assembly prevents damage to blade or gear. RETAIL **$49.50.**

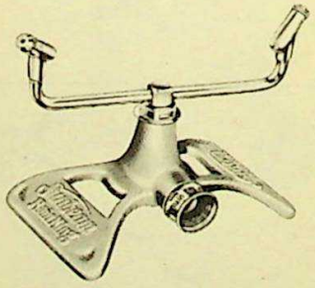
Sunbeam K-20
Automatic Traveling Sprinkler
Sprinkles any course up to 125 ft. Shuts off automatically, gives thorough watering for deep soil saturation. Winds up stainless steel tape to pull itself across lawn. Gears completely sealed, rust proof. RETAIL **$39.50.**
K-20B—Automatic traveling sprinkler with extended column **$47.50.**

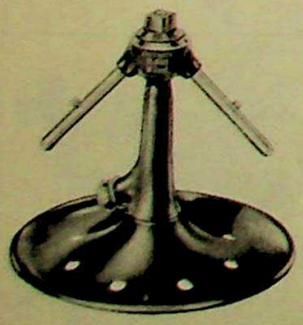




Sunbeam Model S
Oscillating Sprinkler
Cuts down sprinkling time. Easy-to-set adjustment for area desired — maximum or halfway. Stainless steel tubing will not rust or corrode. Projecting nozzle jets for best water distribution. Motor unit separated from water channel, powerful, precision-built water driven motor. RETAIL **$14.95.**

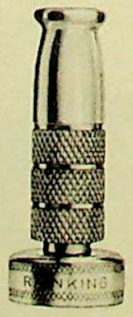
Sunbeam Model E
"Rain King" Sprinkler
Each nozzle adjustable from misty shower to drenching downpour. Easy-to-set for revolving or stationary sprinkling of large or small areas. "Slide Easy" all metal base, water-cushioned oilless bronze bearings for longer life. RETAIL **$4.95.**
Model D — $5.95.





Sunbeam Model K
Automatic Sprinkler
Automatically set distance and type of spray with one dial setting. Sprinkles any area from 5 to 50 ft. Bronze water cushioned oilless bearings, all exposed brass parts chromium plated. Ventilated base heavy enameled, cold rolled steel. Spray is diffused by speed. RETAIL **$9.95.**

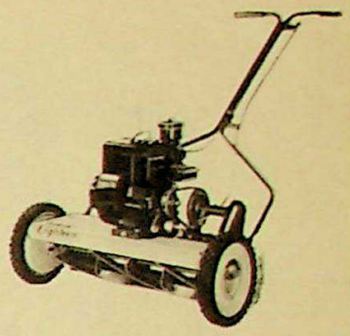
Sunbeam N1-A
Hose Nozzle
Solid brass, chromium-plated, leak proof, tarnish-proof. Semi-ball tip, scientifically designed water channel, discharges more than 400 gallons per hour on coarse setting. 30 lbs. pressure. Quickly adjusts, complete shut-off. misty spray to bullet-like stream. RETAIL **$1.59.**



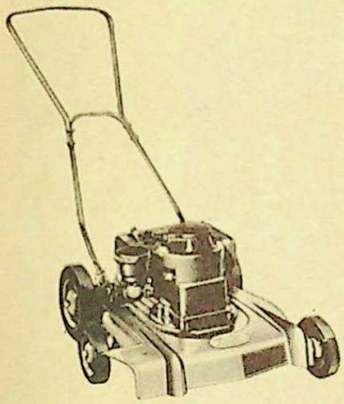
Youth is a wonderful thing.
What a crime to waste it on children.
. . . George Bernard Shaw

PINCOR

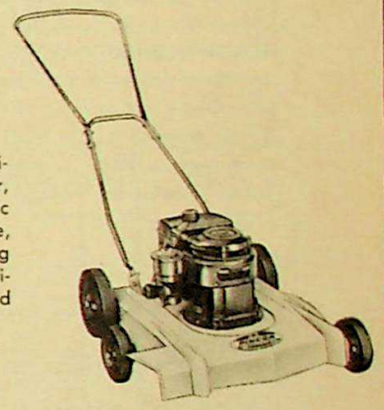
Pincor P-5521BR
"Reel Type"
21" Power Mower
1.75 HP, 4-cycle engine with suction feed carburetor, air vane governor and recoil starter. Tubular steel handle with throttle and clutch controls. 6" reel with 5 precision ground steel blades, 10" cast iron wheels with semi-pneumatic tires. RETAIL **$129.95.**



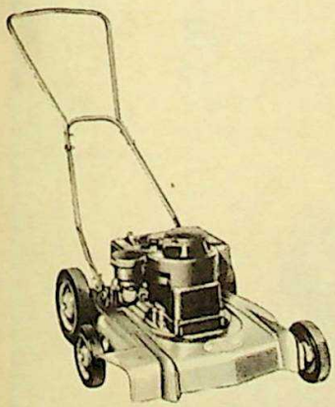
Pincor P-5518BR
"Reel Type"
18" Power Mower
1.75 HP, 4-cycle engine with suction feed carburetor, air vane governor and recoil starter, 6" reel with 5 precision ground steel blades, adjustable from ½" to 2½" cutting height, reinforced steel welded cutter bar, baked enamel finish. RETAIL **$119.95.**



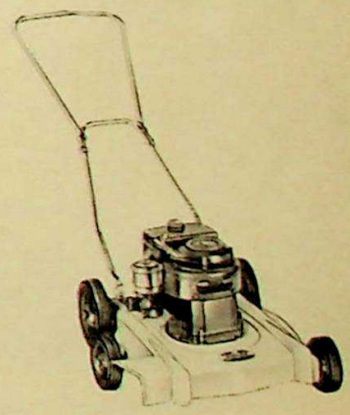
Pincor P-622BR*
"Rotary Trimmer Type"
22" Power Mower
2¼ HP with crown control, tubular steel handle, with plastic grip, austenized alloy steel blade, adjustable 1" to 2½" cutting height, disk wheels with semi-pneumatic tires, baked enamel finish. One-piece die-cast aluminum chassis. RETAIL **$112.50.**



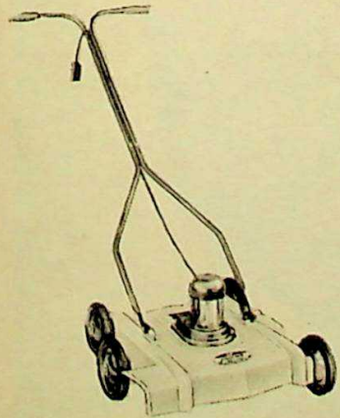
Pincor P-622-4R*
"Rotary Trimmer Type"
22" Power Mower
2½ HP, 4-cycle lightweight aluminum engine with recoil starter, tubular steel handle with plastic grips, austenized alloy steel blade, adjustable 1" to 2½" cutting height, disk wheels with semi-pneumatic tires. Durable baked enamel finish. RETAIL **99.95.**



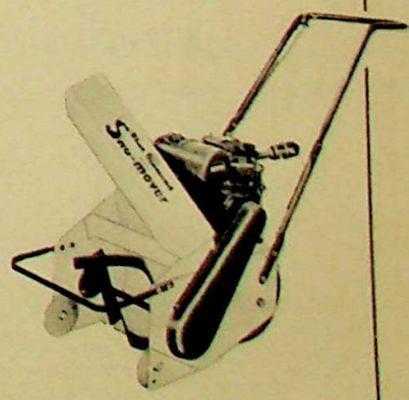
Pincor P-619-BR*
"Rotary Trimmer Type"
19" Power Mower
2¼ HP engine with crown control, tubular steel handle with plastic grips, adjustable 1" to 2½" cutting height, disk wheels with semi-pneumatic tires, baked enamel finish. One piece aluminum chassis. RETAIL **$102.50.**



Pincor P-619-4R*
"Rotary Trimmer Type"
19" Power Mower
2½ HP 4-cycle lightweight aluminum engine with recoil starter, die cast aluminum chassis, tubular steel handle with plastic grips, adjustable 1" to 2½" cutting height, disk wheels with semi-pneumatic tires, hard-wearing baked enamel finish. RETAIL **$89.95.**



Pincor P-617-E2
"Rotary Trimmer Type"
17" Power Mower
¾ HP Pioneer electric motor with on-off switch and overload relay, tubular steel handle with plastic grips, austenized alloy steel blade, adjustable 1¼" to 2¼" cutting height, disk wheels with semi-pneumatic tires, aluminum die cast chassis. RETAIL **$49.95.**

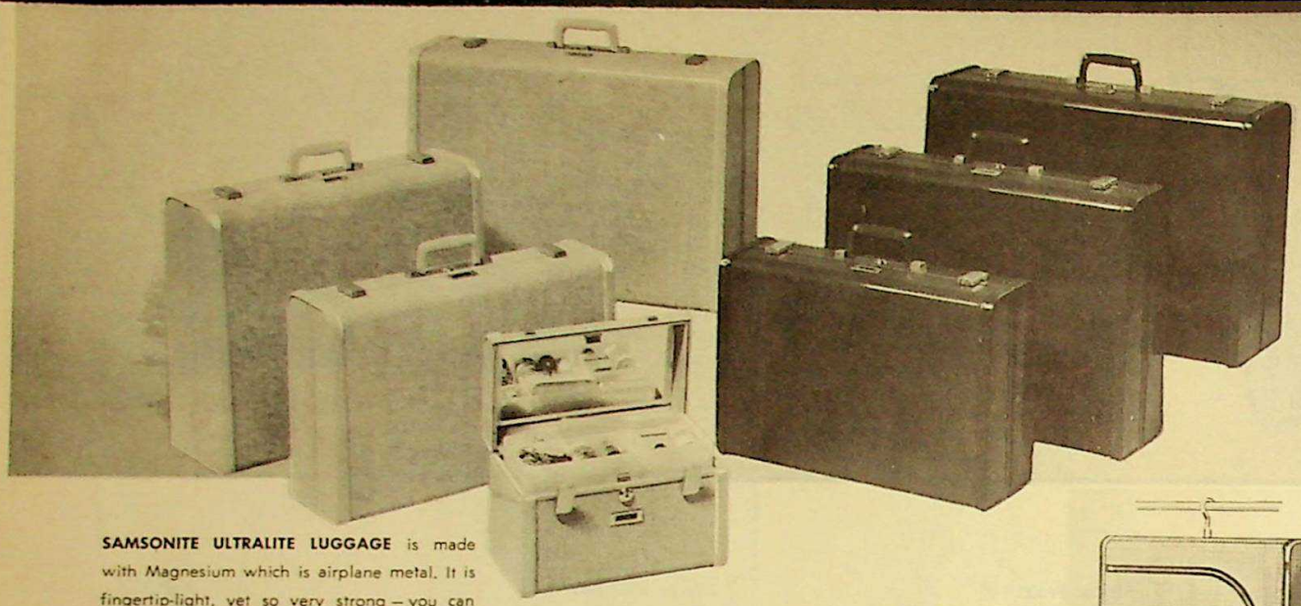


Pincor B-415
"Blue Diamond"
15" Power Sno-Mover
Gathers, throws and blows snow to right or left. 2 HP, 4-cycle engine, heavy gauge V-type blades, finger-tip throttle control, safety shut-off button, two 10" rear wheels with semi-pneumatic tires and two 4⅝" front wheels of heavy gauge steel. RETAIL **$134.50.**

**Includes Leaf Mulcher attachment as standard equipment.*

Samsonite

Contentment is natural wealth;
luxury, artificial poverty.
. . . Socrates

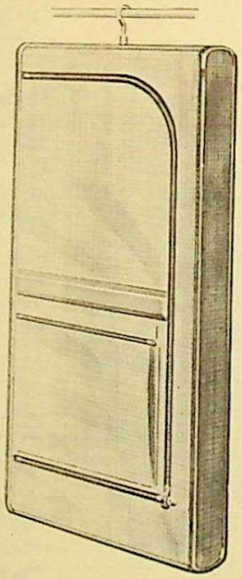


SAMSONITE ULTRALITE LUGGAGE is made with Magnesium which is airplane metal. It is fingertip-light, yet so very strong — you can actually stand on it. The better-than-leather finish resists scuffing — so easy to clean — just take a damp cloth and wipe. Your choice of colors and finishes.

Ultralite

Ladies' Pullman Case	LIST $39.50
Ladies' Wardrobe	LIST $37.50
Ladies O'Nite	LIST $27.50
Beauty Case	LIST $22.50
World Traveler	LIST $49.50
Men's Journeyer	LIST $39.50
Men's Two- Suiter	LIST $37.50
Quick Tripper	LIST $27.50
V.I.P. Case	LIST $25.00

Available in two-tone colors.



TRAVEL BAG

44" Suit Length - **$27.95**
54" Dress Length - **$29.95**

For every person who takes a trip — near or far — there's a piece of Streamlite Samsonite. There are twelve styles and six finishes.

Streamlite

Ladies' Personal O'Nite	LIST $17.95	Ladies' Train Case	LIST $17.95
Ladies' Wardrobe	LIST $25.95	Pullman Case	LIST $27.95
Ladies' O'Nite	LIST $19.95	Men's Quick-Tripper	LIST $19.95
Hand Wardrobe	LIST $35.95	Men's Journeyer	LIST $27.95
V. I. P. Case	LIST $19.95	Hat Box	LIST $15.75
Men's Two Suiter	LIST $25.95	Hang-It-All Case	LIST $25.95

COLORS: Alligator Finish, Rawhide Finish, Saddle Tan, Admiral Blue, Colorado Brown, or Bermuda Green.

All prices subject to existing taxes.

Prices and specifications subject to change without notice

Pritikin

WHOLESALE DISTRIBUTORS OF NATIONALLY ADVERTISED MERCHANDISE

WHOLESALE FURNITURE COMPANY

1000 WEST ROOSEVELT ROAD • CHICAGO 8, ILLINOIS • Phone MOnroe 6-1075

FIRM NAME_____

STREET_____
PLEASE PRINT (Use firm name on all future correspondence)

CITY_____ STATE_____

PLEASE CHECK ONE

☐ FOR RESALE DO NOT ADD TAX ☐ NOT FOR RESALE ADD TAX

A Federal Tax of 10% is required on all diamonds, jewelry, sterling silver, luggage of all kinds, leather goods (including wallets, handbags, etc.), silver-plated hollow ware and on all watches and on all watches and clocks regardless of price (silver-plated flat-ware is not taxable). On all taxable merchandise purchased for resale, the tax must be collected from your customers and remitted to your local Collector of Internal Revenue. We must charge you the tax unless the Certificate below is filled out.

SHIP TO_____

STREET_____
(Fill in ONLY if different than firm address)

CITY_____ STATE_____

DATE_____

SHIP BY_____
State preference if any (parcel post, express, etc.)

Shipments which cannot be handled by Parcel Post or United Parcel because of size or weight will be shipped via Express or Motor Freight, charge collect.

CUT HERE

PAGE No.	MODEL No.	QUANTITY	DESCRIPTION	PRICE EACH		TOTAL	

FEDERAL EXCISE TAX NOTE

Unless purchased for resale, add 10% Federal Excise Tax to our selling price in Jewelry, Diamonds, Field Glasses, Pearls, Sterling Silver, Leather Goods, Luggage, Watches, and Clocks.
If purchased for resale, you must sign resale certificate.

FOR RESALE ☐ NOT FOR RESALE ☐

RETAILER'S EXEMPTION CERTIFICATE

The undersigned purchaser hereby certifies he is engaged in selling at retail and that all articles ordered are purchased for resale.

FIRM NAME_____

CITY_____ STATE_____

SIGNED BY_____ DATE_____

MAY WE SUBSTITUTE, Shipping Similar Price and Style? YES ☐ NO ☐

25% DEPOSIT REQUIRED ON ALL C.O.D. SHIPMENTS

Remittance Enclosed

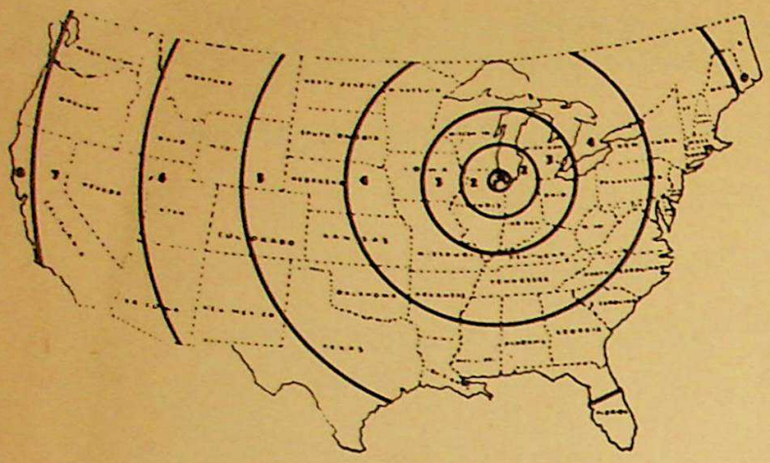
$_____

TOTAL FOR GOODS		
STATE TAX		
FEDERAL EXCISE TAX		
TOTAL AMOUNT		

OVER PAYMENT PROMPTL REFUNDE

SIGNATURE

SHIPPING INFORMATION



Guide to Parcel Post Charges

Charges are determined by packed weight and zone.

Zones 1 and 2: up to 150 miles..... Zone 5: 601 to 1000 miles.....
Zone 3: 151 to 300 miles..... Zone 6: 1001 to 1400 miles.....
Zone 4: 301 to 600 miles..... Zone 7: 1401 to 1800 miles.....
Zone 8: over 1800 miles.....

Measurement and Weight Provisions: Parcels weighing not more than 70 lbs. and measuring not more than 100 inches in combined length and girth may be mailed to all Post Offices except First Class. Packages sent to a First Class Post Office may not weigh over 40 lbs. in zones 1 and 2 . . . over 20 lbs. in zones 3 through 8 . . . and may not measure over 72 inches in combined length and girth.

Government Parcel Post Insurance rates:

Value up to $50.00.....20c
Value $50.01 to $100.00.....30c
Value $100.01 to $200.00.....40c

Parcel Post C.O.D.: If shipments are made C.O.D., there is an added fee.

Value up to $5.00..... 30c
Value $5.01 to $10.00..... 40c
Value $10.01 to $25.00..... 60c
Value $25.01 to $50.00..... 70c
Value $50.01 to $100.00..... 80c
Value $100.01 to $150.00..... 90c
Value $150.01 to $200.00.....$1.00

Special Handling: This service gives parcel post matter first class, or letter, service from the time that it is mailed until it reaches your Post Office.

Packages up to 2 lbs.....25c
From 2 lbs. to 10 lbs.....35c
Over 10 lbs.....50c

APPROXIMATE EXPRESS CHARGES

Express Charges are determined by the weight of the shipment and the distance. The following chart will enable you to estimate charges.

Add 3% to amounts shown below to cover Federal Transportation Tax.

Rates below include insurance of $50.00 for shipments of 100 lbs. or less, or 50c per pound actual weight in excess of 100 lbs.

MILES	150	300	500	750	1000	1500	2000
WGT. LBS.							
5	2.01	2.01	2.01	2.01	2.08	2.22	2.35
10	2.01	2.08	2.24	2.37	2.51	2.77	3.04
15	2.08	2.30	2.53	2.72	2.92	3.33	3.74
20	2.23	2.52	2.82	3.08	3.35	3.90	4.43
30	2.52	2.95	3.39	3.81	4.20	5.02	5.82
40	2.80	3.38	3.98	4.51	5.06	6.14	7.21
50	3.08	3.82	4.57	5.24	5.91	7.26	8.60
75	3.81	4.90	6.02	7.03	8.05	10.06	12.08
100	4.51	5.98	7.48	8.83	10.17	12.86	15.56

Above are the approximate Express charges for weights and distance shown.

Shipping Weight	Local Zone	Zones 1 and 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2 oz. or less.	2¢	2¢	2¢	2¢	2¢	2¢	2¢	2¢
3 oz.	3¢	3¢	3¢	3¢	3¢	3¢	3¢	3¢
4 oz.	4¢	4¢	4¢	4¢	4¢	4¢	4¢	4¢
5 oz.	5¢	5¢	5¢	5¢	5¢	5¢	5¢	5¢
6 oz.	6¢	6¢	6¢	6¢	6¢	6¢	6¢	6¢
7 oz.	7¢	7¢	7¢	7¢	7¢	7¢	7¢	7¢
8 oz.	8¢	8¢	8¢	8¢	8¢	8¢	8¢	8¢
1 lb.	18¢	23¢	23¢	24¢	26¢	28¢	30¢	32¢
2 lbs.	20¢	27¢	29¢	31¢	36¢	40¢	46¢	51¢
3 lbs.	21¢	31¢	34¢	38¢	45¢	52¢	61¢	69¢
4 lbs.	23¢	35¢	39¢	45¢	54¢	64¢	76¢	87¢
5 lbs.	24¢	39¢	44¢	52¢	63¢	76¢	91¢	$1.05
6 lbs.	26¢	43¢	49¢	59¢	73¢	88¢	$1.06	1.23
7 lbs.	27¢	47¢	54¢	66¢	82¢	$1.00	1.22	1.41
8 lbs.	29¢	51¢	60¢	73¢	91¢	1.12	1.37	1.59
9 lbs.	30¢	55¢	65¢	80¢	$1.00	1.24	1.52	1.77
10 lbs.	32¢	59¢	70¢	87¢	1.10	1.36	1.67	1.95
11 lbs.	33¢	63¢	75¢	93¢	1.19	1.48	1.82	2.13
12 lbs.	34¢	67¢	80¢	1.00	1.28	1.60	1.98	2.31
13 lbs.	36¢	71¢	85¢	1.07	1.37	1.72	2.13	2.49
14 lbs.	37¢	75¢	90¢	1.14	1.47	1.84	2.28	2.67
15 lbs.	39¢	79¢	96¢	1.21	1.56	1.96	2.43	2.85
16 lbs.	40¢	83¢	$1.01	1.28	1.65	2.08	2.58	3.03
17 lbs.	42¢	87¢	1.06	1.35	1.74	2.20	2.74	3.21
18 lbs.	43¢	91¢	1.11	1.42	1.84	2.32	2.89	3.39
19 lbs.	45¢	95¢	1.16	1.49	1.93	2.44	3.04	3.57
20 lbs.	46¢	99¢	1.21	1.56	2.02	2.56	3.19	3.75
21 lbs.	47¢	$1.02	1.26	1.62	2.11	2.67	3.34	3.93
22 lbs.	49¢	1.06	1.32	1.69	2.21	2.79	3.50	4.12
23 lbs.	50¢	1.10	1.37	1.76	2.30	2.91	3.65	4.30
24 lbs.	52¢	1.14	1.42	1.83	2.39	3.03	3.80	4.48
25 lbs.	53¢	1.18	1.47	1.90	2.48	3.15	3.95	4.66
26 lbs.	55¢	1.22	1.52	1.97	2.58	3.27	4.10	4.84
27 lbs.	56¢	1.26	1.57	2.04	2.67	3.39	4.26	5.02
28 lbs.	58¢	1.30	1.63	2.11	2.76	3.51	4.41	5.20
29 lbs.	59¢	1.34	1.68	2.18	2.85	3.63	3.56	5.38
30 lbs.	61¢	1.38	1.73	2.25	2.95	3.75	4.71	5.56
31 lbs.	62¢	1.42	1.78	2.31	3.04	3.87	4.86	5.74
32 lbs.	63¢	1.46	1.83	2.38	3.13	3.99	5.02	5.92
33 lbs.	65¢	1.50	1.88	2.45	3.22	4.11	5.17	6.10
34 lbs.	66¢	1.54	1.93	2.52	3.32	4.23	5.32	6.28
35 lbs.	68¢	1.58	1.99	2.59	3.41	4.35	5.47	6.46
36 lbs.	69¢	1.62	2.04	2.66	3.50	4.47	5.62	6.64
37 lbs.	71¢	1.66	2.09	2.73	3.59	4.59	5.78	6.82
38 lbs.	72¢	1.70	2.14	2.80	3.69	4.71	5.93	7.00
39 lbs.	74¢	1.74	2.19	2.87	3.78	4.83	6.08	7.18
40 lbs.	75¢	1.78	2.24	2.94	3.87	4.95	6.23	7.36
41 lbs.	76¢	1.81	2.29	3.00	3.96	5.06	6.38	7.54
42 lbs.	78¢	1.85	2.35	3.07	4.06	5.18	6.54	7.73
43 lbs.	79¢	1.89	2.40	3.14	4.15	5.30	6.69	7.91
44 lbs.	81¢	1.93	2.45	3.21	4.24	5.42	6.84	8.09
45 lbs.	82¢	1.97	2.50	3.28	4.33	5.54	6.99	8.27
46 lbs.	84¢	2.01	2.55	3.35	4.43	5.66	7.14	8.45
47 lbs.	85¢	2.05	2.60	3.42	4.52	5.78	7.30	8.63
48 lbs.	87¢	2.09	2.66	3.49	4.61	5.90	7.45	8.81
49 lbs.	88¢	2.13	2.71	3.56	4.70	6.02	7.60	8.99
50 lbs.	90¢	2.17	2.76	3.63	4.80	6.14	7.75	9.17
51 lbs.	91¢	2.21	2.81	3.69	4.89	6.26	7.90	9.35
52 lbs.	92¢	2.25	2.86	3.76	4.98	6.38	8.06	9.53
53 lbs.	94¢	2.29	2.91	3.83	5.07	6.50	8.21	9.71
54 lbs.	95¢	2.33	2.96	3.90	5.17	6.62	8.36	9.89
55 lbs.	97¢	2.37	3.02	3.97	5.26	6.74	8.51	10.07
56 lbs.	98¢	2.41	3.07	4.04	5.35	6.86	8.66	10.25
57 lbs.	$1.00	2.45	3.12	4.11	5.44	6.98	8.82	10.43
58 lbs.	1.01	2.49	3.17	4.18	5.54	7.10	8.97	10.61
59 lbs.	1.03	2.53	3.22	4.25	5.63	7.22	9.12	10.79
60 lbs.	1.04	2.57	3.27	4.32	5.72	7.34	9.27	10.97
61 lbs.	1.05	2.60	3.32	4.38	5.81	7.45	9.42	11.15
62 lbs.	1.07	2.64	3.38	4.45	5.91	7.57	9.58	11.34
63 lbs.	1.08	2.68	3.43	4.52	6.00	7.69	9.73	11.52
64 lbs.	1.10	2.72	3.48	4.59	6.09	7.81	9.88	11.70
65 lbs.	1.11	2.76	3.53	4.66	6.18	7.93	10.03	11.88
66 lbs.	1.13	2.80	3.58	4.73	6.28	8.05	10.18	12.06
67 lbs.	1.14	2.84	3.63	4.80	6.37	8.17	10.34	12.24
68 lbs.	1.16	2.88	3.68	4.87	6.46	8.29	10.49	12.42
69 lbs.	1.17	2.92	3.74	4.94	6.55	8.41	10.64	12.60
70 lbs.	1.19	2.96	3.79	5.01	6.65	8.53	10.79	12.78

Pritikin

WHOLESALE DISTRIBUTORS OF NATIONALLY ADVERTISED MERCHANDISE

WHOLESALE FURNITURE COMPANY

1000 WEST ROOSEVELT ROAD • CHICAGO 8, ILLINOIS • Phone MOnroe 6-1075

FIRM NAME_____

STREET_____

PLEASE PRINT (Use firm name on all future correspondence)

CITY_____ STATE_____

PLEASE CHECK ONE

☐ FOR RESALE DO NOT ADD TAX ☐ NOT FOR RESALE ADD TAX

A Federal Tax of 10% is required on all diamonds, jewelry, sterling silver, luggage of all kinds, leather goods (including wallets, handbags, etc.), silver-plated hollow ware and on all watches and on all watches and clocks regardless of price (silver-plated flat-ware is not taxable). On all taxable merchandise purchased for resale, the tax must be collected from your customers and remitted to your local Collector of Internal Revenue. We must charge you the tax unless the Certificate below is filled out.

SHIP TO_____

STREET_____

(Fill in ONLY if different than firm address)

CITY_____ STATE_____

DATE_____

SHIP BY_____

State preference if any (parcel post, express, etc.)

Shipments which cannot be handled by Parcel Post or United Parcel because of size or weight will be shipped via Express or Motor Freight, charge collect.

PAGE No.	MODEL No.	QUANTITY	DESCRIPTION	PRICE EACH		TOTAL	

CUT HERE

FEDERAL EXCISE TAX NOTE

Unless purchased for resale, add 10% Federal Excise Tax to our selling price in Jewelry, Diamonds, Field Glasses, Pearls, Sterling Silver, Leather Goods, Luggage, Watches, and Clocks.

If purchased for resale, you must sign resale certificate.

FOR RESALE ☐ NOT FOR RESALE ☐

RETAILER'S EXEMPTION CERTIFICATE

The undersigned purchaser hereby certifies he is engaged in selling at retail and that all articles ordered are purchased for resale.

FIRM NAME_____

CITY_____ STATE_____

SIGNED BY_____ DATE_____

MAY WE SUBSTITUTE, Shipping Similar Price and Style? YES ☐ NO ☐

25% DEPOSIT REQUIRED ON ALL C.O.D. SHIPMENTS

Remittance Enclosed

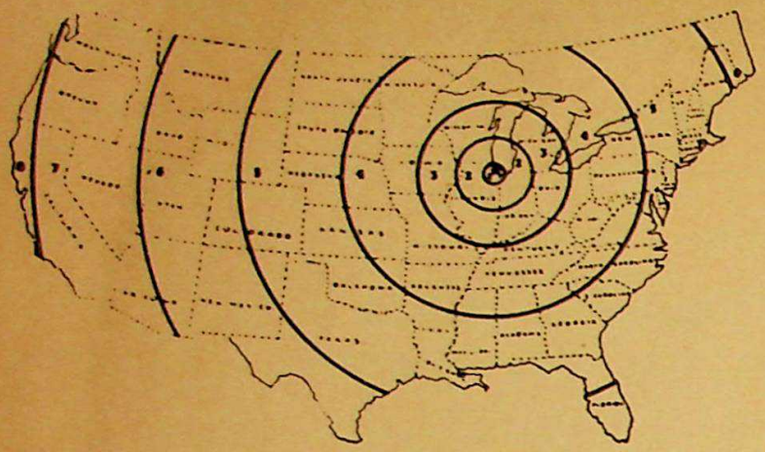
$_____

TOTAL FOR GOODS		
STATE TAX		
FEDERAL EXCISE TAX		
TOTAL AMOUNT		

OVER PAYMENT PROMPTL REFUNDE

SIGNATURE

SHIPPING INFORMATION



Guide to Parcel Post Charges

Charges are determined by packed weight and zone.

Zones 1 and 2: up to 150 miles..... Zone 5: 601 to 1000 miles.....
Zone 3: 151 to 300 miles..... Zone 6: 1001 to 1400 miles.....
Zone 4: 301 to 600 miles..... Zone 7: 1401 to 1800 miles.....
Zone 8: over 1800 miles.....

Measurement and Weight Provisions: Parcels weighing not more than 70 lbs. and measuring not more than 100 inches in combined length and girth may be mailed to all Post Offices except First Class. Packages sent to a First Class Post Office may not weigh over 40 lbs. in zones 1 and 2 . . . over 20 lbs. in zones 3 through 8 . . . and may not measure over 72 inches in combined length and girth.

Government Parcel Post Insurance rates:

Value up to $50.00.....20c
Value $50.01 to $100.00.....30c
Value $100.01 to $200.00.....40c

Parcel Post C.O.D.: If shipments are made C.O.D., there is an added fee.

Value up to $5.00..... 30c
Value $5.01 to $10.00..... 40c
Value $10.01 to $25.00..... 60c
Value $25.01 to $50.00..... 70c
Value $50.01 to $100.00..... 80c
Value $100.01 to $150.00..... 90c
Value $150.01 to $200.00.....$1.00

Special Handling: This service gives parcel post matter first class, or letter, service from the time that it is mailed until it reaches your Post Office.

Packages up to 2 lbs.....25c
From 2 lbs. to 10 lbs.....35c
Over 10 lbs.....50c

APPROXIMATE EXPRESS CHARGES

Express Charges are determined by the weight of the shipment and the distance. The following chart will enable you to estimate charges.

Add 3% to amounts shown below to cover Federal Transportation Tax.

Rates below include insurance of $50.00 for shipments of 100 lbs. or less, or 50c per pound actual weight in excess of 100 lbs.

MILES	150	300	500	750	1000	1500	2000
WGT. LBS.							
5	2.01	2.01	2.01	2.01	2.08	2.22	2.35
10	2.01	2.08	2.24	2.37	2.51	2.77	3.04
15	2.08	2.30	2.53	2.72	2.92	3.33	3.74
20	2.23	2.52	2.82	3.08	3.35	3.90	4.43
30	2.52	2.95	3.39	3.81	4.20	5.02	5.82
40	2.80	3.38	3.98	4.51	5.06	6.14	7.21
50	3.08	3.82	4.57	5.24	5.91	7.26	8.60
75	3.81	4.90	6.02	7.03	8.05	10.06	12.08
100	4.51	5.98	7.48	8.83	10.17	12.86	15.56

Above are the approximate Express charges for weights and distance shown.

Shipping Weight	Local Zone	Zones 1 and 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2 oz. or less.	2¢	2¢	2¢	2¢	2¢	2¢	2¢	2¢
3 oz.	3¢	3¢	3¢	3¢	3¢	3¢	3¢	3¢
4 oz.	4¢	4¢	4¢	4¢	4¢	4¢	4¢	4¢
5 oz.	5¢	5¢	5¢	5¢	5¢	5¢	5¢	5¢
6 oz.	6¢	6¢	6¢	6¢	6¢	6¢	6¢	6¢
7 oz.	7¢	7¢	7¢	7¢	7¢	7¢	7¢	7¢
8 oz.	8¢	8¢	8¢	8¢	8¢	8¢	8¢	8¢
1 lb.	18¢	23¢	23¢	24¢	26¢	28¢	30¢	32¢
2 lbs.	20¢	27¢	29¢	31¢	36¢	40¢	46¢	51¢
3 lbs.	21¢	31¢	34¢	38¢	45¢	52¢	61¢	69¢
4 lbs.	23¢	35¢	39¢	45¢	54¢	64¢	76¢	87¢
5 lbs.	24¢	39¢	44¢	52¢	63¢	76¢	91¢	$1.05
6 lbs.	26¢	43¢	49¢	59¢	73¢	88¢	$1.06	1.23
7 lbs.	27¢	47¢	54¢	66¢	82¢	$1.00	1.22	1.41
8 lbs.	29¢	51¢	60¢	73¢	91¢	1.12	1.37	1.59
9 lbs.	30¢	55¢	65¢	80¢	$1.00	1.24	1.52	1.77
10 lbs.	32¢	59¢	70¢	87¢	1.10	1.36	1.67	1.95
11 lbs.	33¢	63¢	75¢	93¢	1.19	1.48	1.82	2.13
12 lbs.	34¢	67¢	80¢	1.00	1.28	1.60	1.98	2.31
13 lbs.	36¢	71¢	85¢	1.07	1.37	1.72	2.13	2.49
14 lbs.	37¢	75¢	90¢	1.14	1.47	1.84	2.28	2.67
15 lbs.	39¢	79¢	96¢	1.21	1.56	1.96	2.43	2.85
16 lbs.	40¢	83¢	$1.01	1.28	1.65	2.08	2.58	3.03
17 lbs.	42¢	87¢	1.06	1.35	1.74	2.20	2.74	3.21
18 lbs.	43¢	91¢	1.11	1.42	1.84	2.32	2.89	3.39
19 lbs.	45¢	95¢	1.16	1.49	1.93	2.44	3.04	3.57
20 lbs.	46¢	99¢	1.21	1.56	2.02	2.56	3.19	3.75
21 lbs.	47¢	$1.02	1.26	1.62	2.11	2.67	3.34	3.93
22 lbs.	49¢	1.06	1.32	1.69	2.21	2.79	3.50	4.12
23 lbs.	50¢	1.10	1.37	1.76	2.30	2.91	3.65	4.30
24 lbs.	52¢	1.14	1.42	1.83	2.39	3.03	3.80	4.48
25 lbs.	53¢	1.18	1.47	1.90	2.48	3.15	3.95	4.66
26 lbs.	55¢	1.22	1.52	1.97	2.58	3.27	4.10	4.84
27 lbs.	56¢	1.26	1.57	2.04	2.67	3.39	4.26	5.02
28 lbs.	58¢	1.30	1.63	2.11	2.76	3.51	4.41	5.20
29 lbs.	59¢	1.34	1.68	2.18	2.85	3.63	3.56	5.38
30 lbs.	61¢	1.38	1.73	2.25	2.95	3.75	4.71	5.56
31 lbs.	62¢	1.42	1.78	2.31	3.04	3.87	4.86	5.74
32 lbs.	63¢	1.46	1.83	2.38	3.13	3.99	5.02	5.92
33 lbs.	65¢	1.50	1.88	2.45	3.22	4.11	5.17	6.10
34 lbs.	66¢	1.54	1.93	2.52	3.32	4.23	5.32	6.28
35 lbs.	68¢	1.58	1.99	2.59	3.41	4.35	5.47	6.46
36 lbs.	69¢	1.62	2.04	2.66	3.50	4.47	5.62	6.64
37 lbs.	71¢	1.66	2.09	2.73	3.59	4.59	5.78	6.82
38 lbs.	72¢	1.70	2.14	2.80	3.69	4.71	5.93	7.00
39 lbs.	74¢	1.74	2.19	2.87	3.78	4.83	6.08	7.18
40 lbs.	75¢	1.78	2.24	2.94	3.87	4.95	6.23	7.36
41 lbs.	76¢	1.81	2.29	3.00	3.96	5.06	6.38	7.54
42 lbs.	78¢	1.85	2.35	3.07	4.06	5.18	6.54	7.73
43 lbs.	79¢	1.89	2.40	3.14	4.15	5.30	6.69	7.91
44 lbs.	81¢	1.93	2.45	3.21	4.24	5.42	6.84	8.09
45 lbs.	82¢	1.97	2.50	3.28	4.33	5.54	6.99	8.27
46 lbs.	84¢	2.01	2.55	3.35	4.43	5.66	7.14	8.45
47 lbs.	85¢	2.05	2.60	3.42	4.52	5.78	7.30	8.63
48 lbs.	87¢	2.09	2.66	3.49	4.61	5.90	7.45	8.81
49 lbs.	88¢	2.13	2.71	3.56	4.70	6.02	7.60	8.99
50 lbs.	90¢	2.17	2.76	3.63	4.80	6.14	7.75	9.17
51 lbs.	91¢	2.21	2.81	3.69	4.89	6.26	7.90	9.35
52 lbs.	92¢	2.25	2.86	3.76	4.98	6.38	8.06	9.53
53 lbs.	94¢	2.29	2.91	3.83	5.07	6.50	8.21	9.71
54 lbs.	95¢	2.33	2.96	3.90	5.17	6.62	8.36	9.89
55 lbs.	97¢	2.37	3.02	3.97	5.26	6.74	8.51	10.07
56 lbs.	98¢	2.41	3.07	4.04	5.35	6.86	8.66	10.25
57 lbs.	$1.00	2.45	3.12	4.11	5.44	6.98	8.82	10.43
58 lbs.	1.01	2.49	3.17	4.18	5.54	7.10	8.97	10.61
59 lbs.	1.03	2.53	3.22	4.25	5.63	7.22	9.12	10.79
60 lbs.	1.04	2.57	3.27	4.32	5.72	7.34	9.27	10.97
61 lbs.	1.05	2.60	3.32	4.38	5.81	7.45	9.42	11.15
62 lbs.	1.07	2.64	3.38	4.45	5.91	7.57	9.58	11.34
63 lbs.	1.08	2.68	3.43	4.52	6.00	7.69	9.73	11.52
64 lbs.	1.10	2.72	3.48	4.59	6.09	7.81	9.88	11.70
65 lbs.	1.11	2.76	3.53	4.66	6.18	7.93	10.03	11.88
66 lbs.	1.13	2.80	3.58	4.73	6.28	8.05	10.18	12.06
67 lbs.	1.14	2.84	3.63	4.80	6.37	8.17	10.34	12.24
68 lbs.	1.16	2.88	3.69	4.87	6.46	8.29	10.49	12.42
69 lbs.	1.17	2.92	3.74	4.94	6.55	8.41	10.64	12.60
70 lbs.	1.19	2.96	3.79	5.01	6.65	8.53	10.79	12.78

SAMPLE MATERIALS FOR LIVING ROOM PIECES . . . IF YOU WISH ANY ADDITIONAL SAMPLES OF MATERIALS, WE WILL BE GLAD TO SEND THEM TO YOU. SMALL PIECES, NO CHARGE . . . LARGE SAMPLES WILL REQUIRE A $10.00 deposit, which will be refunded to you when you return the samples, whether or not you place an order.

HOURS AND PARKING: WE ARE OPEN DAILY, EXCEPT SUNDAY . . . HOURS ARE 9 to 5, except Tuesdays and Thursdays, when we are open 9 to 9 . . . Free parking across the street at Phillips "66" . . .

INTRODUCTORY CARDS: We are enclosing only one introductory card. (P.O. regulations) We will however, mail you all you need on request . . .

NOTE TO MANUFACTURERS: IF YOU HAVE A PRODUCT THAT IS SUITABLE FOR A NATIONALLY SYNDICATED CATALOG OF THIS TYPE, WE SUGGEST YOU CONTACT US AT ONCE.

CREDIT: Term of Net-10 days will be extended to any dealer who is listed in Columns 1 or 2 of Dun & Bradstreet. Otherwise, your check must be enclosed with order.

QUANTITY BUYERS: If you need a quantity of one number or assorted merchandise, for you own inventory or special purposes, ask us about our special rebate plan.

NO MERCHANDISE CAN BE RETURNED WITHOUT OUR SPECIFIC WRITTEN INSTRUCTIONS.

WHEN WRITING OR CALLING FOR SPECIFIC INFORMATION: IF YOU WRITE OR CALL REGARDING FLOOR COVERING, ASK FOR ROBERT ZARBIN FOR FURNITURE, BOB ROTH - FOR APPLIANCES, MELVIN ZARBIN - FOR GENERAL POLICY, CATALOGS, ETC.,

Yours Truly,

Richard B. Zarbin

RICHARD B. ZARBIN

April, 1957

READ CAREFULLY AND PROFIT

Dear Friend:

This "Shopping Guide" and Wholesale Catalog is unique and different. It is the only one of its kind in the U.S. - when properly used with its matching Confidential Price List, it can be a veritable gold mine for you. It can mean the difference between success and failure.

The cost of accumulating and assembling the material for this book and warehousing the merchandise, to have it when you want it, is almost prohibitive, unless we get your cooperation.

This Wholesale Catalog with all its nationally advertised pre-sold merchandise is and will be published in limited quantities and its distribution carefully controlled so that our dealers get the maximum benefits in their territory.

To assure yourself of the NEXT ISSUE, may we suggest that you send us NOW the sum of $2.00 to reserve your copy of the October, 1958 issue. This fee will be returned to you or deducted from your invoice if between now and October 1, 1958, we receive an order from you for $30.00 or more.

If your business requires it and you place your order far enough in advance, we can furnish you with ADDITIONAL COPIES of this wholesale catalog at a greatly reduced price. Your name, address, etc., may be imprinted on the front cover. THINK ABOUT IT and place your order now for the Christmas 1958-59 issue! When the scheduled issue is sold up, we will then begin taking orders for the Spring, 1959 Catalog.

Yours truly,

Richard B. Zarbin

RICHARD B. ZARBIN

A FEW OF THE ITEMS SHOWN ON OUR 50,000 SQUARE FEET OF SHOWROOM SPACE . . .

A FEW OF THE NAME BRANDS WE CARRY. FOR OBVIOUS REASONS WE CANNOT LIST ALL OF THEM . . .

LIVING—BEDROOM—
DINING ROOM and
KITCHEN SETS
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TABLES
SECTIONAL SOFAS
PARLOR SUITE
LOUNGE CHAIRS
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PICTURES
CLOCKS
DINNERWARE
STEMWARE
SHADOW BOXES
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DESKS
PULL UP CHAIRS
RECORD CABINETS
NOVELTIES
RUGS
BEDROOM SUITE
DINING ROOM
MATTRESSES
BOX SPRINGS
BOUDOIR CHAIRS
WALL TO WALL
CARPETING
DINETTE SETS
STOVES
WASHERS
REFRIGERATOR
TELEVISIONS
IRONERS
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CABINETS
SINKS
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CRIBS
CARRIAGES
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RADIOS
HI FI'S
BRIDGE SETS
TRAFFIC APPLIANCES
TAPE RECORDERS
HASSOCKS
BICYCLES
TYPEWRITERS
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CEDAR CHESTS
LUGGAGE
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JUVENILE FURNITURE
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BASSETT
LANE
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KLING
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STANLEY
SUMTER
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